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THE NATIONAL NEWSPAPER OF MARKETING

Three Networks Say No . . .

Reduction in Option Time Would Cost $28,000,000, CBS Tells FCC

NBC Cites Ad Loss Threat; It's Difference Between Profit, Loss: ABC

WASHINGTON, Aug. 5—The three tv networks this week warned that a weakening of the option time principle on which the network system is founded might undermine the whole structure of network television.

The American Broadcasting Co., Columbia Broadcasting System and National Broadcasting Co. all argued against the Federal Communications Commission's proposed rule changes that would deprive them of a half-hour of option time in each of the four segments of the broadcast day and would count all "straddle" programs against option time. Their positions were set forth in written comments submitted to the commission.

CBS pointed out that the network structure has been built on the basis that a network can option from its primary affiliates three hours during three of the four specified time segments. The network argued the cumulative effect of a loss of a half hour out of each of those periods, combined with the classification of a straddle show—one which starts in option time and runs over into station time—as option time, and other changes might "so weaken or impair the enforceability and value to the networks of their affiliation contracts as to render them virtually worthless."

■ Putting it on a dollars and cents level, CBS said its potential loss in time sales by giving up one half hour nightly and two half hours daily would be approximately $18,-

(*Continued on Page* 8)

Gillette Budgets $5,400,000 for World Series Ads

BOSTON, Aug. 5—Gillette Safety Razor Co. has budgeted $5,400,000 for its 21st World Series advertising campaign. This includes the cost of the series and two All-Star games as well as tie-in promotion in various media.

Most of this budget will be aimed at moving record quantities of the new 1959 adjustable razor off the shelves. The $1.95 razor was introduced as a Father's Day special.

The country's most enthusiastic sports sponsor began getting into a series mood [no pun intended] earlier than usual this year as a

(*Continued on Page* 8)

'Precarious Life for the Unessential' . . .

AA Creativity Parley Ponders 'Lonely' Trade

If You're Only 'Pretty Good,' You're Dead, Says B&B's Bill Tyler

CHICAGO, Aug. 6—Challenges to advertising creativity—to the varied skills it calls on, to the market analysis that guides it and to the personal lives of those responsible for it—came under the scrutiny of top men and women in the field this week as ADVERTISING AGE's second annual Summer Workshop on Creativity in Advertising got under way.

About 465 top flight executives from advertisers, agencies, visual and aural art producers and media from all parts of the U. S., Canada and Mexico are attending the event—about 100 more than were at the workshop's debut last year.

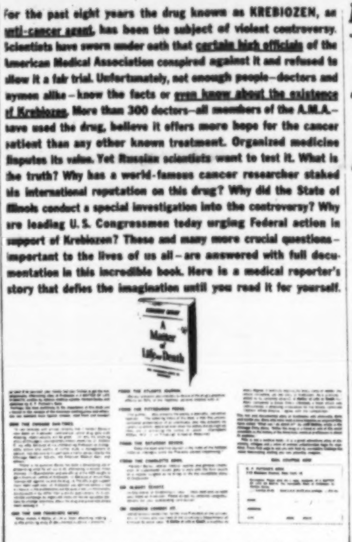
■ A profile of the genuinely creative adman—the lessons he's learned, the disciplines, drives, passions and rewards that motivate him—was sketched at the opening session of the workshop by William Tyler, exec vp of Benton & Bowles, New York, and columnist in ADVERTISING AGE.

"Creative ad work is lonely, very hard—and a precarious livelihood for those whose contribution is less than essential," Mr. Tyler said. "It's a business to which one must devote himself whole-heartedly and with full conviction in what he is doing," he said, "because the creative person must be a 'completely good' creative person. There's no such thing as a 'half good' creative man," he asserted.

Some of the lessons the genuinely creative man has learned, Mr. Tyler went on, are these:

- The ad business seeks the creative mind—and feeds off it.
- Promising creative people under 40 are paid more than they are worth, in the hope that they'll be worth it later.
- It isn't as hard to succeed in the 30s as it is to keep your head in spite of success.
- All copywriters begin as "half copywriters." A very great many end up that way too.
- A creative man who gets labeled "pretty good" is as good as labeled a failure because "pretty good" doesn't qualify in the cre-

(*Continued on Page* 82)


A Matter of Life or Death

For the past eight years the drug known as KREBIOZEN, an anti-cancer agent, has been the subject of violent controversy. Scientists have sworn under oath that certain high officials of the American Medical Association conspired against it and refused to allow it a fair trial. Unfortunately, not enough people—doctors and laymen alike—know the facts or even know about the existence of Krebiozen. More than 300 doctors—all members of the A.M.A.—have used the drug, believe it offers more hope for the cancer patient than any other known treatment. Organized medicine disputes its value. Yet Russian scientists want to test it. What is the truth? Why has a world-famous cancer researcher staked his international reputation on this drug? Why did the State of Illinois conduct a special investigation into the controversy? Why are leading U.S. Congressmen today urging Federal action in support of Krebiozen? These and many more crucial questions—important to the lives of us all—are answered with full documentation in this incredible book. Here is a medical reporter's story that defies the imagination until you read it for yourself.

LIFE OR DEATH—*G. P. Putman's Sons, New York, runs this ad in the New York Times and other major city newspapers Aug. 10 to promote a new book, "A Matter of Life or Death," on the controversial anti-cancer drug, Krebiozen. Robert M. Marks & Co. is the agency.*

Out of McCann . . .

NC&K Wins Out With $3,000,000 Vaseline Tonic

NEW YORK, Aug. 5—Chesebrough-Pond's this week awarded the Vaseline hair tonic account to Norman, Craig & Kummel, which will succeed McCann-Erickson on Oct. 15. The account spends about $3,000,000.

Last year the product's promotion was largely confined to broadcast media, and split fairly evenly between radio and tv. In radio it used a very heavy spot sched-

(*Continued on Page* 8)

FTC Decision Challenged . . .

Examiner 'Irrational' on Advertising: Pillsbury

Reversal of Anti-Merger Rule Sought; Ads Don't Always Work, Brief Says

By Bert Mills

WASHINGTON, Aug. 7—Pillsbury Co. has charged a Federal Trade Commission hearing examiner with a "totally irrational approach to advertising" and "an almost fanatical hostility to it" in a brief urging reversal of an anti-merger decision against Pillsbury.

The brief runs to 338 pages, including table of contents and appendix, and is one of the most remarkable documents in the annals of business' age-old battle with a burgeoning bureaucracy.

The case goes back to 1951, when Pillsbury acquired certain assets of Ballard & Ballard Co. and the Duff baking mix division of American Home Foods Inc. Pillsbury was charged with lessening competition or tending to monopoly in the Southeast, where Ballard and Duff formerly competed in the sale of various flour and mix products.

■ The Pillsbury case became something of a *cause celebre* because it was initiated soon after the Clayton Act was strengthened in 1950. The latest round in the battle is sure to keep this case in the spotlight for the foreseeable future because, in addition to the advertising angle, there are two other aspects of unusual interest to lawyers.

One is Pillsbury's argument that FTC has "become disqualified to hear and decide this case" because of "interference" by two congressional committees. Pillsbury has contended for three years that 1955

(*Continued on Page* 79)

Bragarnick Exits at Seagram; Ad Units Will Decentralize

NEW YORK, Aug. 6—Seagram-Distillers may have passed through an era—or returned to one—this week, as the giant liquor company parted with Robert Bragarnick, its vp in charge of marketing.

Mr. Bragarnick joined Seagram late in 1957, coming from Revlon Inc., where he was merchandising vp. In his 20 months with Seagram he introduced a "new look" in its advertising, brought in a core of experienced advertising and marketing men, and tried to transplant some marketing methods from other businesses to liquor.

One immediate result of the removal of Mr. Bragarnick was a change in the reporting pattern of Seagram advertising men. Advertising and sales promotion departments of the various companies had reported to Mr. Bragarnick; they will now report to the presidents of the various companies.

There were no immediate indications as to whether the vp-marketing post would be filled, and the general guess within the com-

(*Continued on Page* 79)

Last Minute News Flashes

SSC&B Resigns Salada-Shirriff-Horsey

NEW YORK, Aug. 7—Sullivan, Stauffer, Colwell & Bayles has resigned the Salada-Shirriff-Horsey account, effective Oct 15. Products include Salada tea, Seabrand frozen shrimp, Danish dessert and Junket powder. The account reportedly bills about $1,000,000. Reason for the resignation is conflict between other clients, new products and market developments and the Salada brands. Food circles have reported recently that Junket is about to go into the baby food business, in competition with Duffy-Mott and Clapp.

Proebsting, August Get Key Jobs at Roche, Rickerd

CHICAGO, Aug. 7—James L. Proebsting has been named board chairman and K. C. August has been promoted to exec vp of Roche, Rickerd & Cleary. They succeed John P. Roche and James M. Cleary, board chairman and exec vp respectively, who have retired. C. E. Rickerd continues as president and chief executive officer. Mr. Proebsting and Mr. August were principals in Proebsting, August and Harpham, which merged with Roche, Rickerd last May (AA, April 6).

Helme Moves Snuff from C&W to Castor, Hilton

NEW YORK, Aug. 7—George W. Helme Co., one of the largest snuff manufacturers in the country, has moved its account from Cunningham & Walsh to Kastor, Hilton, Chesley, Clifford & Atherton. The account reportedly bills about $500,000. The company recently acquired Bachman Bakeries, Reading, Pa., pretzel baker currently handled by Aitkin-Kynett Co., Philadelphia, and Crown Nut Co., Kingston, Pa., salted nuts packer, handled by S. E. Zubrow Co., Philadelphia.

(*Additional News Flashes on Page* 83)

$1,500,000 Account Loose

United Aircraft Hunts New Agency in Split with L&N

12 or 15 Agencies Invited to Hartford; Convair Conflict Cited

EAST HARTFORD, CONN., Aug. 5—United Aircraft Corp., the nation's 26th largest company, with sales of $1.2 billion in 1958, has invited 12 to 15 agencies to come to Hartford to talk about handling its advertising account.

The aircraft equipment manufacturer, a $1,500,000 advertiser, is leaving Lennen & Newell at the end of the year. The separation, announced in New York, was described as "amicable." L&N has had the business since 1952.

P. W. Fisher, director of public relations for United Aircraft, said today that the company wanted to take "a fresh look at our whole advertising program."

The prospective agencies, ranging in size from the "relatively small" to the "very large," will be interviewed here during the next three weeks. No speculative presentations will be required, Mr. Fisher said.

■ United Aircraft makes engines through its Pratt & Whitney divi-

(*Continued on Page* 83)

P&G Shifts Ivory Flakes to Grey, Fluffo to B&B

Compton to Get New P&G Item to Replace Ivory; Tatham-Laird Had Fluffo

CINCINNATI, Aug. 5—Procter & Gamble switched Ivory Flakes and Fluffo to new agencies this week and named an agency for a new product.

On Nov. 1 Grey Advertising, New York, will become the agency for Ivory Flakes, which has been handled by Compton Advertising, New York, ever since it became a P&G agency in 1921.

In exchange for Ivory Flakes, Compton is getting a new product, identity undisclosed. In another realignment Fluffo shortening is being transferred to Benton & Bowles, New York, from Tatham-Laird, Chicago.

- Ivory Flakes, top brand in an ever-shrinking field, bills about $750,000, with the budget declining slightly every year. According to the consolidated consumer analysis of 21 newspaper markets, it is the leading fine fabric soap in 15 markets, its share of market ranging from 7.5% to 24.4%. It doesn't even rank, however, in the other soap categories now usurped by the detergents and liquid soaps.

Now the company's only national flake product, Ivory Flakes was

(*Continued on Page* 84)

BE CAREFUL
FOR THE CHILDREN'S SAKE
BUY
RAINBO

SHELTER MEDIUM—*Bus shelters like this will not only protect school children along highways, but will help promote appropriate products and services to the children and to passing motorists.*

Dallas Company Pushes Its New Ad Medium—School Kids' Bus Shelters

DALLAS, Aug. 5—A Dallas company took an eight-page section in the *Dallas Morning News* this week to publicize a relatively new ad medium.

The ad medium is the sides of shelters for children at school bus stops. The company, American Safety School Shelters, 1811 Canton Rd., Dallas 1, a division of Standard Sign & Signal Co., builds the shelters. It also franchises dealers in various states. Jack Cable & Associates, Houston, is handling the account.

The eight-page section in the Dallas newspaper was the first public step in a campaign to get the shelters built along school bus routes in every state, Agency Man Cable explained. The sides of the shelters are 4x8', almost the size of a small billboard. They are just right for institutional advertising and for promoting products of interest to children—bread, milk, shoes, savings accounts, clothes—Mr. Cable said.

- The steps by which a franchised dealer develops advertising business, as outlined by Mr. Cable, are: First, he seeks out the superintendent of a school district or his transportation director, and obtains a map of school bus routes and a list of stops. Next, salesmen for the company seek to sell locations for the shelters to specific advertisers. Mr. Cable said the salesmen in Dallas, for example, can point to an advertising rate of 10¢ per thousand circulation, based on road traffic.

Once an advertiser signs up, Mr. Cable continued, the dealer gets the approval of property owners and leases the locations for the shelters.

"Sophisticated advertising men

(*Continued on Page* 52)

Industrial Advertisers Prefer Agency Commissions Plus Fees

CHICAGO, Aug. 4—Most agencies believe their industrial clients are happy with the 15% commission system, but more than half of the advertisers believe it should be supplemented by fees, according to a survey by *Industrial Marketing*.

Writing in the August issue Dick Hodgson, *IM's* executive editor, reports that while 87% of the agencies queried said they felt that their clients favored the 15% system, slightly more than half of the ad managers questioned were in favor of a system not based entirely on the 15% commission.

Further answers in the agency questionnaire showed that the majority of agencies have already developed some form of fee compensation to supplement the commissions they receive from media. In addition, 58% of the agencies said they see a trend toward more dependence on fees in the future.

- According to the survey, the average agency now receives 20% of its income from fees, 56% from media commissions and 21% from mark-up on art, production, printing and other services.

The subject of mark-up on mechanical production and printing represents "an area of considerable disagreement between agency and advertiser," *IM* said. For example, 58% of the advertisers queried said they would use their agencies more for collateral material and the like if it were not for the mark-up.

- Many advertisers were also of the opinion that their agencies let potential media commissions influence their thinking in regard to planning a campaign. #

LESTER R. BARNHILL *has been named national advertising manager of the Miami Herald, succeeding N. N. (Jack) Songer, who is retiring after 42 years with the newspaper. Mr. Barnhill, formerly promotion manager, will be succeeded in that post by Richard D. Smith, previously assistant promotion manager.*

Gruen Names Lefton; Heavy Fall Print Campaign Planned

NEW YORK, Aug. 5—Gruen Watch Co. has appointed Al Paul Lefton Co. to handle its advertising.

The account moved from Grey Advertising to L. H. Hartman Co. last August (AA, Aug. 4, '58), but for the past three months the company has had no agency.

Lefton said it will begin planning for a heavy fall and Christmas season campaign, including color pages in national and regional magazines and supplements. The promotion will incorporate a new theme stressing the prestige and quality of Gruen watches.

- Gruen was with McCann-Erickson prior to 1948; then it moved to Grey, and in 1950 named Stockton-West-Burkhart. A year later it returned to McCann.

In 1954 McCann resigned the account in favor of Bulova Watch Co., and Gruen then returned to Grey, marking the second time that agency had replaced McCann on the account. #

'Rolls-Royce of the Clear Havana Market' . . .

National Advertising Builds Dealer Support for Luxury Cigar

Smokers' Tastes Improve, While Cigar Makers' Ads Persue Peripatetic Elite

NEW YORK, Aug. 4—Gold Label cigars, manufactured by Gradiaz, Annis & Co., Tampa, nationally advertised for less than two years, has grown from a relatively small regional brand to become one of the leading clear Havana cigars on the market.

Morton L. Annis, vp and sales manager of the company, attributes the company's increased business to its advertising program.

"We have opened up a lot of new accounts that have been attracted to the brand by the increased demand stimulated, to a great extent, by the advertising," he said.

Before 1957 Gold Label cigars were promoted through newspapers, with the bulk of the advertising budget earmarked for the New York market, the primary market for luxury, clear Havana cigars, as distinguished from domestic cigars, including cigars with Havana fillers and domestic wrappers.

The decision to advertise nationally was made after N. C. Wildman, vp of Mogul, Lewin, Williams & Saylor, who has handled the account since its debut as an advertiser 15 years ago, con-

(*Continued on Page* 42)

Seven Magazines Boost Ad Rates and Circulation

NEW YORK, Aug. 6—Seven magazines this week announced new circulation guarantees and advertising rates. They are *Boys' Life*, *Diner's Club Magazine*, *Look*, *National Geographic Magazine*, *Popular Science*, *TV Guide* and *Time's* international editions.

Look has set new rates and circulation guarantees for its national edition and for its Magazone plan. For the national edition the magazine has issued Rate Card No. 26, effective with the Feb. 16 issue, boosting circulation guarantee from 5,500,000 to 6,000,000, and raising the rate base from $22,980 to $25,740 per b&w page.

In the Magazone plan, the magazine has issued Rate Card No. 2, effective with the March 1 issue,

(*Continued on Page* 6)

MILD, MILD—*Roy Eaton holds a still of the tv commercial using the jingle and music he wrote for Y&R's client, Kent cigarets, in 1957. New words were later set to the progressive jazz tune and it was recorded as a popular song.*

Roy Eaton Leaves Y&R for Music Makers Post

NEW YORK, Aug. 5—Versatile Adman Roy Eaton has left the radio-television department of Young & Rubicam to become associate creative director of Music Makers Inc., New York producer of jingles and musical backgrounds for radio-tv commercials.

Mr. Eaton, a concert pianist, joined Y&R in 1955. He has composed the music for some of Y&R's most outstanding commercials, notably the "Kent Song" of 1957 (AA, June 17, '57) and the current jazz theme of the Piel Bros. commercials.

- The winner of several national piano competitions, Mr. Eaton joins a two-year-old company founded by Mitch Leigh. Messrs. Eaton and Leigh were classmates at New York's Music & Art high school and later at Yale University's music school, where Mr. Eaton took an M.A. in musicology and Mr. Leigh, a bassoon player, studied classical music under Paul Hindemith.

Mr. Leigh has built up a staff of 16, supplying music to a number of leading agencies. Music Makers has scored the Ford commercials for J. Walter Thompson Co., the Duncan Hines cake mix spot for Compton Advertising and the bulk of the recent Doyle Dane Bernbach commercials. #

Consumer 'Impressed' by Small (Car) Talk, but Still Likes 'em Big

PHILADELPHIA, Aug. 5—The American consumer is favorably impressed about the entrance of the Big Three auto makers into the domestic compact car market, but the majority still prefer large cars to small cars.

This conclusion was reached by Sindlinger & Co. business analysts, after a nationwide study of the American public's attitudes and opinions about the entrance of the Big Three into the small car market. Surveying on compact cars has been in progress since May, and first report includes data compiled for the week ending July 3.

The report reveals that 18% of the household heads interviewed had discussed U.S. compact cars during the "past week." Of this group, most had not yet formed definite opinions about the new autos, but of those who had 77% were favorably impressed.

- A total of 70% of those interviewed said they would prefer the American compact car if they had to choose between one or any of the imports now on the market. Only 11% preferred an import. The rest were undecided.

The Sindlinger report also revealed that most Americans still prefer a large car to a smaller model. Of those interviewed, 48% said they would not consider an American compact car over an American large car, 38% said they would, and 14% were undecided.

When asked if they would consider purchase of an American compact car, 54% of those interviewed said they would not and 39% said they would.

- Correct identification of the announced compact car names with their respective manufacturers was spotty. The Corvair was identified as a General Motors car by 5.7% of those interviewed. The Falcon was correctly matched with Ford Motor Co. by 5.4% and the Valiant with Chrysler Corp. by 3.3%. The Dart was named as a Chrysler car by 4.6%.

Current models of cars are much better known. But since new compact cars will not be unveiled until early fall, promotion and advertising campaigns have not yet been launched in full force, so failure to identify compact car names is not unusual, the report states.

- The fact that the Big Three are planning manufacture of small cars is fairly well known. Of those interviewed, 38% knew GM and Ford will produce them, while 22% knew Chrysler intended to. #

Ford, GM and Massey-Ferguson Tops in Farm Ads

International Harvester Dropped to 4th in FPR's First 6 Months Tabulation

CHICAGO, Aug. 5—Ford Motor Co. led all advertisers in the six-month report on expenditures in 37 farm publications, according to figures compiled by Farm Publications Reports.

Ford spent $1,122,072 through June of this year, compared with $1,068,227 for the same period last year. General Motors Corp. was second this year with $934,894, down from the $1,065,736 runner-up total last year.

Massey-Ferguson, fourth at the halfway point last year, moved up to third this year with $708,409. International Harvester, with an expenditure of $644,518, dropped to fourth.

■ Rounding out the top ten in half-year totals were J. I. Case Co. ($593,717), American Cyanamid Co. ($591,032), Deere & Co. ($519,716), Ralston Purina Co. ($411,895), New Holland Machine Co. ($370,119) and Allis-Chalmers Mfg. Co. ($353,936).

The 37 publications measured by FPR had a combined revenue of $28,626,616 for the first six months of 1959, a gain of $777,271 over the $27,849,345 spent during the like period in '58.

The 200 leading advertisers for the first six months spent $20,373,689 this year, compared with $19,114,340 last year, an increase of $1,259,349, or 6.6%.

For the complete list of 200 leaders, see table on Page 52. #

New Old Forester (86-Proof) Will Get $1,000,000 Send-off

LOUISVILLE, Aug. 4—Brown-Forman Distillers Co. will market its Old Forester bourbon this fall in an 86-proof bottling, as well as its regular 100-proof.

The brand will be backed by an additional $1,000,000 advertising appropriation. During the past year the company is estimated to have spent about $1,500,000 in measured media for the brand.

Advertising will break Sept. 15 in about 400 newspapers and on outdoor panels in major bourbon markets. Magazines will be added in November. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.

Brown-Forman is one of the last of the major distillers to accept the trend toward lighter bourbons. The one major holdout now is Stetzel-Weller Distilling Co., Louisville, producer of Old Fitzgerald, a minimum sour mash bonded bourbon.

■ Other distillers have brought out 86-proof bottlings of premium bonds with marked success. National Distillers Products Co. changed its Old Crow bonded to an 86-proof straight in 1953, its Old Taylor in 1954, and its Old Grand-Dad in 1958. Schenley Industries changed I. W. Harper in '54. Glenmore Distilleries Co. changed its Old Kentucky Tavern in '56. All have continued their bonded bottlings.

Until now B-F has refused to cut the proof of Old Forester. As recently as last fall the theme for Old Forester in both trade and consumer ads stressed it as "the whisky that never changes—al-

(Continued on Page 38)

ALUMINUM IS STRONG ALCOA IS ALUMINUM

REFLECTIVE—*This is the first of a series of 12x30' aluminum signs in reflective Scotchlite panels being put up by Aluminum Co. of America in areas encircling Chicago and Detroit. At night, car lights will pick out only the colorful reflective panels of the sign, giving a different effect than that received in the daytime. Fifty-two signs will be put up around Chicago and 40 around Detroit.*

Baldwin Retires as Ad Manager of 'The New Yorker'

Plans History of Magazine He Joined 34 Years Ago; Lawder Takes Over Post

NEW YORK, Aug. 4—*The New Yorker* has rearranged its executive lineup following the retirement of Howard Baldwin as ad manager.

Stepping up a rung on the magazine's executive ladder today was Douglass W. Lawder, formerly national advertising manager, who succeeds Mr. Baldwin in the ad manager's spot.

Mr. Lawder started on *The New Yorker's* sales side in 1929, subsequently handled the liquor beat and was eastern ad boss until 1953, when he became national ad manager. His ascendency to ad manager rounds out a longtime personal and business association with A. J. Russell Jr., *New Yorker* ad director.

In their early salesmen days on the magazine Lawder and Russell roomed together in New York and both dated—and later married—girls who were also roommates. ("We simply exchanged roommates," says Russell.)

Douglass Lawder

They tell the story of the Lawder "hat trick." "Sometimes, when we had stayed out too late the night before," says Russell, "one of us would make it to the office and the other would stay home sleeping. When the boss asked where Lawder was I would say, 'I don't know, but he must be around because his hat is here'."

Another promotion announced today was that of Robert S. Ogden to associate ad manager. Mr. Ogden has been with *The New Yorker* since 1935 and has been eastern ad manager since 1953.

Adman in the News . . . *H. F. Baldwin*

Howard Baldwin, who survived two world wars and 34 years on *The New Yorker* sales staff, will leave with his family for Majorca Sept. 4, with the intention of being abroad for a year and writing a history of the magazine's business side.

Retirement is a wrench, he conceded last week ("My God, the files and junk you accumulate in 34 years!") but he's looking forward to writing. "I always wanted to be a writer; I'm a frustrated writer—when I was working at it, you couldn't make a dime at writing. And besides I didn't have the genius for it."

In looking back over his work on the magazine, he said he thought one of the most rewarding aspects of selling *The New Yorker* was realizing that the money helped to produce the kind of writing and reporting in which all *New Yorker* men take such pride. "We dug up enough money so that these guys could both write well and eat well."

■ A slight, soft-spoken man, Howard Baldwin opened two offices for the *New Yorker* (Chicago in 1927, London in 1951) and has been advertising manager since 1953. He helped to set the pattern for the magazine's sales staff—a pattern which reflects the same urbanity and with which marks the magazine.

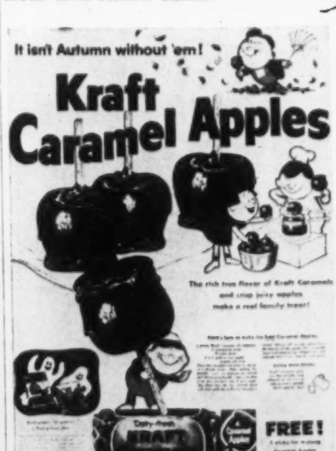
Many admen who know him well do not know that he left Yale in 1916 to join an ambulance unit, switched to flight training with the Lafayette Escadrille, transferred to the U. S. forces, and flew with a Royal Flying Corps squadron. As a pursuit pilot, flying the suicidal S.E.5s and Camels, Lt. Baldwin was credited with shooting down 11 planes—"eight was more like it," he says.

In 1942 he took a military leave

(Continued on Page 48)

Hoag & Provandie Adds Three

Hoag & Provandie, Boston, has been appointed to handle advertising for Moher & Co., Boston yarn sales company, and for Bunny Bear Inc., Everett, Mass., maker of Nevawet crib mattresses and Bunny Bear nursery accessories, and for Aldon Spinning Mills Corp., Talcotville, Conn. Badger, Browning & Parcher is the previous agency of record for Bunny Bear and Aldon Mills.


It isn't Autumn without 'em!
Kraft Caramel Apples
The rich true flavor of Kraft Caramels and crisp juicy apples make a real family treat!
FREE!
KRAFT
Put the m-m-m in Autumn—make Kraft Caramel Apples soon!

CARAMEL APPLE TIME—*This color page will run in October issues of Puck—The Comic Weekly, the Metro Sunday Comics Network and independent newspaper supplements to promote Kraft caramels.*

Folger Solidifies Gains in Chicago Invasion

Brand Holds 3rd Place as Coffee Promotions Percolate at Slower Pace

CHICAGO, Aug. 5—There is a temporary lull in the biggest coffee promotion war in this city's history.

Things are pretty much back to normal with one exception—J. A. Folger & Co., which invaded Chicago in March (AA, March 16, 30; Apr. 27) and touched off the promotion fight, apparently has captured a sizeable share of the local coffee market. Trade sources estimate that Folger's current share of market ranges between 10% and 15%, which would make it the third largest selling brand, behind Hills Bros. and Maxwell House.

In January and February, just prior to Captain Folger's invasion, Hills Bros. had about 25% of the market, followed by Maxwell House (11.4%), Eight O'Clock (11.2%), Chase & Sanborn (9.4%), Thomas J. Webb (9.3%) and Manor House (5.7%), according to a pantry survey.

■ During March and April (the peak month for its $500,000 introductory ad campaign) Folger took over as the leading coffee seller, snaring 21% of the market. Hills Bros. held on to second spot with nearly 18%, followed by Maxwell House and Eight O'Clock (both with 10%), Thomas J. Webb and Manor House (both with 7%) and Chase & Sanborn (5%).

The latest pantry survey for May and June showed the leading brands in the following positions: Maxwell House (24.5%), Hills

(Continued on Page 84)

GB&B's Creative VP Advises 'Accentuate the Negative' in TV

LOS ANGELES, Aug. 4—Alex Anderson, vp and creative tv director of Guild, Bascom & Bonfigli, has recommended the negative approach as an area of opportunity for the tv advertiser who wants to do something different.

Mr. Anderson made the suggestion in a speech before the seventh national Industrial Photographic Conference here last week.

Pointing out that his agency is known as an "off-beat" shop, he said: "We figure that means simply picking an approach that's different from the hackneyed approaches accepted by a great number of advertisers."

He described the approach as "a change of pace from worrying folks about their hidden hunger, their tired blood, their laxative habits, about broadcasting their bad breath and allowing their stomach acid to burn holes in their handkerchiefs. . .

". . . a relief from the trick headlines, the worn-out adjectives

(Continued on Page 84)

Kraft Promotes Caramel Apples for 8th Year in Row

CHICAGO, Aug. 5—For the eighth consecutive year Kraft Foods will hold an "It's caramel apple time again" promotion this fall.

Timed to coincide with the big autumn apple market, Kraft will feature caramel apples in color pages in the Metro Sunday Comics Network Oct. 18 and *Puck—The Comic Weekly* and 41 independent newspapers Oct. 25.

The promotion also will be featured Oct. 21 on Kraft's new tv show, "Perry Como's Kraft Music Hall."

To focus attention on the promotion Kraft has redesigned its caramel bags and has added caramel apple end flaps. Sticks for the apples will be enclosed in the bags.

Collateral materials will include posters, giant caramel bags and newspaper ad mats. Foote, Cone & Belding is the agency. #

Seven-Week Print Strike Ends in Britain

Newspapers, Magazines Estimate Ad Revenue Losses at $25,000,000

LONDON, Aug. 5—Britain's big print strike is over.

Under an agreement reached last Friday night between two employers' organizations and the representatives of 10 printing unions, the 100,000 strikers will start returning to work tonight.

The seven-week stoppage halted publication of 1,000 weekly newspapers, 87 provincial evening and morning newspapers and closed 4,300 printing plants which turn out the majority of Britain's magazines and general printing.

It was the biggest industrial stoppage in Britain since 1926—the year of the General Strike.

■ It was estimated to have cost newspapers and magazines about $25,000,000 in lost advertising revenue. All told, the employers lost some $42,000,000 in income; the workers lost about $22,400,000 in wages.

The 10 unions involved paid out $11,200,000 in strike pay and received $2,800,000 in strike levies from the workers in non-striking branches of the unions (such as telegraphists). The assets of the 10 unions were halved from $14,000,000 to $7,000,000 during the strike.

The settlement was achieved after 18 days of negotiations. It displayed the usual British ability to compromise. The printers will get a 4½% pay boost (they had demanded 10%) and a 42-hour work week (they wanted 40 hours).

Before the strike the men were getting a basic wage ranging from $25.20 to $42 for a 43½-hour working week (except on the newspapers where a 40-hour week has been in effect for some time; workers here will get an extra $1 a week instead of the reduced hours).

■ With settlement of the main printing dispute, the way was open for a settlement of a minor strike which had sprung out of it. A month ago, when the main strike was three weeks old, 2,500 workers in the printing ink industry walked off the job demanding similar terms to those demanded by the main body of strikers.

This walkout cut off supplies of printing ink to Britain's 12 nationally daily newspapers with a combined circulation of around 20,000,000 and 10 nationally distributed Sunday news-

(Continued on Page 84)

Canada to Get Competitive TV: Monopoly Ruled Out

OTTAWA, Aug. 7—Competitive television is coming to Canada.

The one-station-per-market policy, in effect since 1952, has been revised by the Canadian government. Applications for licenses for competitive stations in cities where either the Canadian Broadcasting Corp. or private owners now have monopoly stations will be received starting Sept. 15. The new stations will be privately owned.

Public hearings on the applications will be started by the Board of Broadcast Governors next January. First city to be considered will be Winnipeg. Next will come Vancouver, Toronto, Montreal, Edmonton, Calgary, Halifax and Ottawa. CBC owns the only station in all these cities except Edmonton and Calgary, where there are privately owned outlets.

Under the proposed new regulations, the Board of Broadcast Governors will require all stations to devote at least 55% of their time to programs of "Canadian content." The current CBC program load is 51% Canadian programming.

The prime purpose of these restrictions is to keep Canada from becoming an adjunct to U. S. tv. Alien ownership of stations and programs also will be controlled under the new rules. #

Steiner Co. Promotes Cook

Richard Cook, assistant advertising and sales promotion manager of Steiner Co., Chicago, manufacturer of paper and cloth towel cabinets, toilet tissue, soap dispensers, paper towels and napkins, has been named advertising and sales promotion manager. He succeeds Lee L. Bartlett, who has resigned to join Marsteller, Rickard, Gebhardt & Reed, Chicago, Steiner's agency, as an account executive.

Dr. Clark Wilson Moves East to Head Research for BBDO

Dr. Clark Wilson

Dr. Clark L. Wilson has left the West Coast to become vp in charge of research for Batten, Barton, Durstine & Osborn in New York. Dr. Wilson, who recently completed a year's term as president of the Southern California chapter of the American Marketing Assn., has sold his interest in Management & Marketing Research, a market research consulting company he founded in Los Angeles in 1948.

This company has worked for several BBDO clients—Rexall Drug and Western Airlines, for example. Dr. Wilson succeeds Dr. Ben Gedalecia, who resigned recently to join McCann-Erickson, New York.

Highlights of This Week's Issue

Three tv networks argue against the Federal Communications Commission's proposed rule changes that would deprive them of a half-hour of option time in each of the four segments of the broadcast day .... Page 1

Pillsbury Co. charges a Federal Trade Commission hearing examiner with a "totally irrational approach to advertising" in a brief urging reversal of an anti-merger decision against Pillsbury .... Page 1

United Aircraft Corp. will drop Lennen & Newell at the end of the year; it invites 12 to 15 agencies to bid for its business .... Page 1

Procter & Gamble switches Ivory Flakes from Compton Advertising to Grey Advertising, Fluffo shortening from Tatham-Laird to Benton & Bowles and names Compton to handle new product, identity undisclosed .... Page 2

American Safety School Shelters uses an eight-page section in the Dallas Morning News to publicize a relatively new ad medium, sides of shelters for children at school bus stops .... Page 2

Gradiaz, Annis & Co.'s Gold Label cigars, nationally advertised less than two years, becomes one of the leading Havana cigars on the market .... Page 2

Industrial Marketing survey reveals majority of advertisers feel the 15% commission system should be supplemented by fees .... Page 2

Sindlinger & Co. survey shows the American consumer is favorably impressed with the entrance of the Big Three auto makers into the domestic compact car market, but the majority still prefer large cars to small cars .... Page 2

Seven magazines announce new circulation guarantees and advertising rates .... Page 2

Ford Motor Co. leads advertisers in the six month report on expenditures in 37 farm publications, according to figures compiled by Farm Publications Reports .... Page 3

Douglass Lawder succeeds Howard Baldwin as ad manager of The New Yorker .... Page 3

Coffee promotion war hits temporary lull; J. A. Folger & Co., initiator of the promotion war, apparently has captured a sizeable share of the Chicago coffee market—10%-15%, making it the third largest selling brand, behind Hills Bros. and Maxwell House .... Page 3

Britain's seven-week print strike, which affected 1,000 weekly newspapers, 87 provincial evening and morning newspapers and 4,300 printing plants, ends .... Page 3

Brown-Forman Distillers Co. will market its Old Forester bourbon this fall in 86-proof bottling, as well as its regular 100-proof .... Page 3

Pan-American Coffee Bureau promotion to urge housewives to brew stronger coffee, like she did ten years ago .... Page 18

U. S. tax court rules on tax cases against Republican Publishing Co., Springfield Union Publishing Co., Springfield Republican-Daily News Employes Beneficial Fund and Springfield Union Employes Beneficial Fund .... Page 22

FIGURES TO FILE

Department Store Sales .... Page 45
Top 200 Farm Paper Advertisers .... Page 52
TV Gross Time Billings .... Page 78
Corrected Beer Study Figures .... Page 84

REGULAR FEATURES

Advertising Market Place 80
Art Director's Viewpoint 66
Coming Conventions 44
Creative Man's Corner 62
Editorials 12
Employe Communications 68
Getting Personal 16
Learning from Retail Ads 71
Looking at Radio and Tv 71
Obituaries 49
On the Merchandising Front 66
Peeled Eye Dept. 68
Photographic Review 50
Production Tips 68
Rough Proofs 12
Salesense in Advertising 71
Voice of the Advertiser 74, 75
What They're Saying 12

The Sun shines on worldwide coverage!

Countdown To Survival
How Well Could U.S. Defend Its Shores?
Out Where The East Begins
Under A Moscow Dateline
The New Republic On The Rhine
From A Window In Fleet Street

But The More Paris Changes

"Plus ça change, plus c'est la même chose."

By TANIA BOTHEZAT

[Special Correspondent of The Sun]

Paris.—

THE PARIS clochards (hoboes) are very concerned. Their traditional way of living under "open skies" is threatened.

A member of the National Assembly has prepared a d

for quite nice little sums.

Early in the morning, before the regular municipal services empty them, the poubelles are carefully inspected and searched by the clochards (men and women).

The recuperated "goods" are ...d in an old baby carriage ...heir ... possession

always succeed in earning their day's living. They eat at cheap cafes or get a meal at the Salvation Army canteen c... tions for the poor... The clochar... never

Wherever the news is made—outer space excepted—the Sunpapers are there. With bureaus in Bonn, Moscow, Rome, London—plus special correspondents at other strategic locations—we're quickly on top of every significant development. Back home, these bylined stories and analyses produce a large and loyal circulation—result in the kind of *advertising leadership* you are looking for. All because the Sunpapers practice the first rule of good journalism—*be* where the news is and *get* it.

The Baltimore Sunpapers

ABC 3/31/59: Combined Morning and Evening 413,299 — Sunday 319,972

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

• •

"This is the size we use in the Growing Greensboro Market!"

GREENSBORO
DOG FOOD

Take a look at the figures and you'll know that the only thing going to the dogs in the growing Greensboro market is dog food. There are more than 1,000,000 people within a 50 mile radius of Greensboro. It's one of the top distributing centers in the South, and the center of the greatest manufacturing area in the South. Greensboro Metropolitan Market is 15th in total retail sales, 20th in total income, 23rd in number of families, in the South. Sales come easier when you use the Greensboro News and Record consistently. Over 100,000 circulation daily; over 400,000 readers daily.

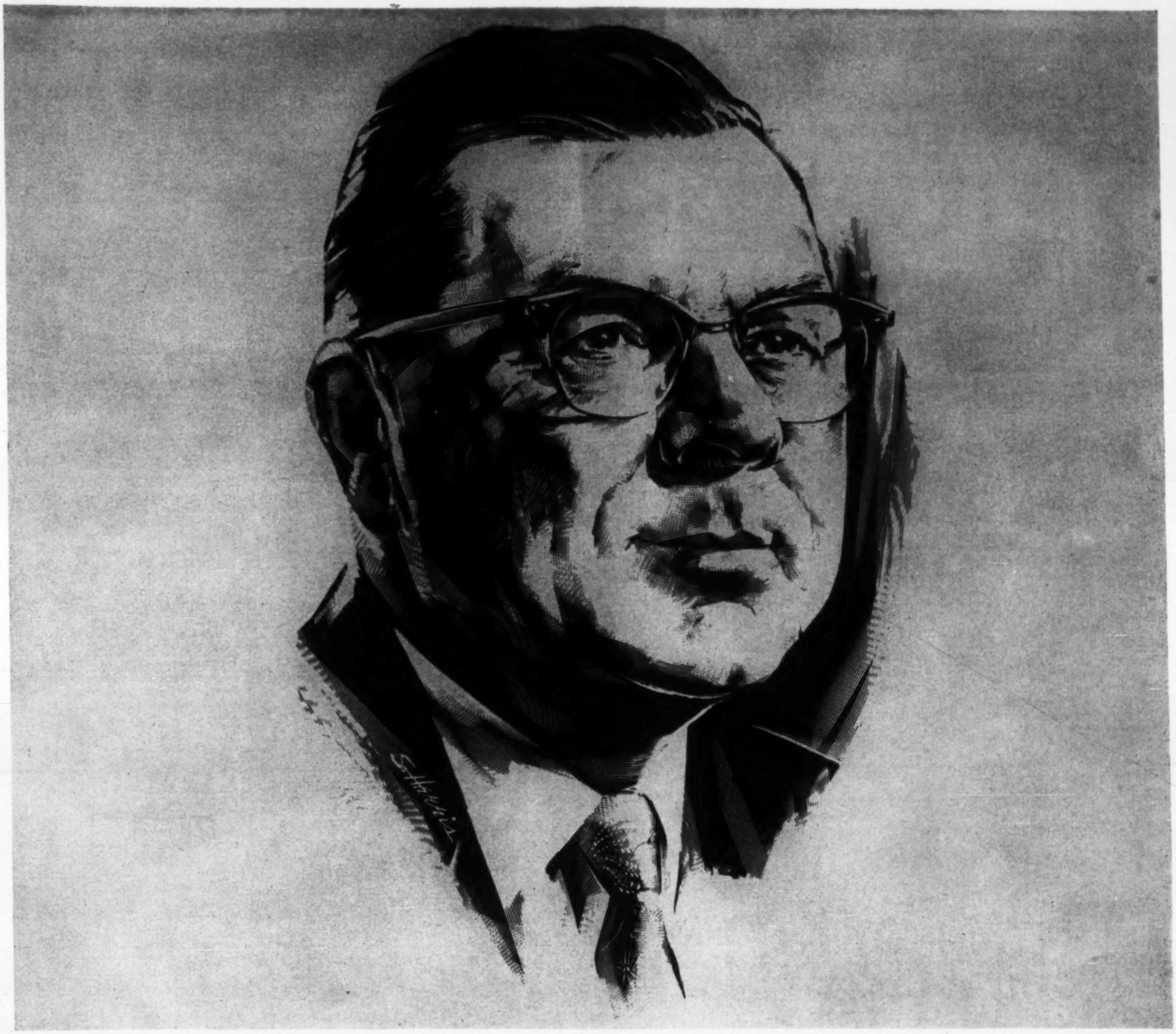
Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record

VA.
N.C.
GREENSBORO

• GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.



A message to advertisers about THIS WEEK Magazine:

"THE effectiveness of THIS WEEK as an instrumentality for pre-selling goods is something we at Von's have noted for many years. We are aware of the impact of your magazine and its continuing influence week after week in the movement of goods through our stores." T. A. Von der Ahe

T. A. Von der Ahe
Vice-President, Von's Grocery Co., Los Angeles, Calif.
(27 stores. Annual volume $94,485,992)

To Move Goods Fastest . . . Buy The Big One **This Week** MAGAZINE

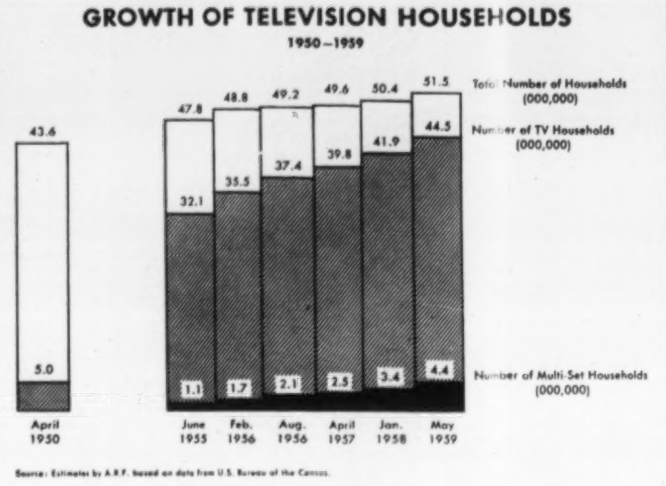
CIRCULATION MORE THAN 13,000,000

Six out of Seven Homes Have TV Sets; 4,400,000 Boast Two

NEW YORK, Aug. 6—There are now 44,462,000 U.S. households with at least one television set; this means that six out of every seven homes in the country are now video-equipped.

This latest set count was released this week by the Advertising Research Foundation. The report, based on May, 1959 interviewing, is the sixth of a series published by ARF. It is based on data obtained by the Census Bureau.

The last time the ARF counted tv households—in January, 1958—the figure was put at 41,900,000. Of this number, 3,400,000 had two or more sets. By May of this year, the number of multi-set households had jumped to 4,400,000.


GROWTH OF TELEVISION HOUSEHOLDS
1950–1959

Source: Estimates by A.R.F. based on data from U.S. Bureau of the Census.

■ In addition to the over-all figures, the report includes set breakdowns for inside and outside standard metropolitan areas, urban and rural residence, type of household, size of household, census geographic regions and divisions and Nielsen tv index territories. There also is a technical appendix.

The study was underwritten by ABC, CBS-TV, NBC, the National Assn. of Broadcasters and the Television Bureau of Advertising. Copies of the report are available from ARF for $5 each. #

Winius-Brandon Gets All of Western Auto Supply

Western Auto Supply Co., Kansas City, Mo., has moved the 70% portion of its advertising until now handled by Bruce B. Brewer & Co., Kansas City, Mo., to Winius-Brandon Co., Kansas City, Mo., which handles the other 30% of the account.

SCI Names James Gagin

James P. Gagin has joined Sales Communications Inc., New York, affiliate of McCann-Erickson, as a drug consultant. Formerly advertising manager of the drug editions of *Chain Store Age*, Mr. Gagin left the company under its retirement program after 32 years with the publication.

Seven Magazines Boost Ad Rates and Circulation

(*Continued from Page 2*)

boosting circulation guarantee and rates for its seven geographic zones.

For the New England zone, circulation will increase from 405,000 to 438,000 and rate base from $2,466 to $2,707 per b&w page.

For Middle Atlantic, circulation will go from 1,164,000 to 1,258,000 and rate base from $5,844 to $6,487 per b&w page.

Southeast guarantee will increase from 585,000 to 632,000 and rate base from $3,267 to $3,602 per b&w page.

East Central zone will increase circulation guarantee from 1,054,000 to 1,140,000 and will boost basic page rate from $5,354 to $5,943.

West Central guarantee will go from 1,155,000 to 1,249,000 and rate base from $5,804 to $6,446 per b&w page.

In the Southwest, circulation will be increased from 400,000 to 432,000 and rate base from $2,444 to $2680 per b&w page.

Pacific zone will boost circulation guarantee from 787,000 to 851,000 and basic page rate from $4,166 to $4,611.

Time's four international editions will increase ad rates and circulation bases next year. Effective with the Jan. 4 issue, new b&w onetime rates and circulations bases will be: Canadian, $1,775 (up $200) and 215,000; Latin American, $1,160 (up $85) and 65,000-70,000; Pacific, $1,385 (up $185) and 80,000. Effective April 4, the Atlantic edition will move rates up $210, to $1,890 and circulation 20,000, to 145,000.

Diner's Club Magazine has raised its guaranteed distribution from 900,000 to 1,000,000, starting with its September issue. In addition, the magazine will begin using r.o.p. color and will be issued 12 times instead of six times a year. The new ad rates will be based on $3,940 for a b&w page, onetime. McCall Corp., Dayton, has contracted to print the magazine in letter press.

National Geographic Magazine will increase its circulation base to 2,300,000, effective with its January issue, up 200,000 from the 1959 base. At the same time, the rate for a b&w page will go from $7,700 to $8,620 and for a four-color page from $10,670 to $11,950.

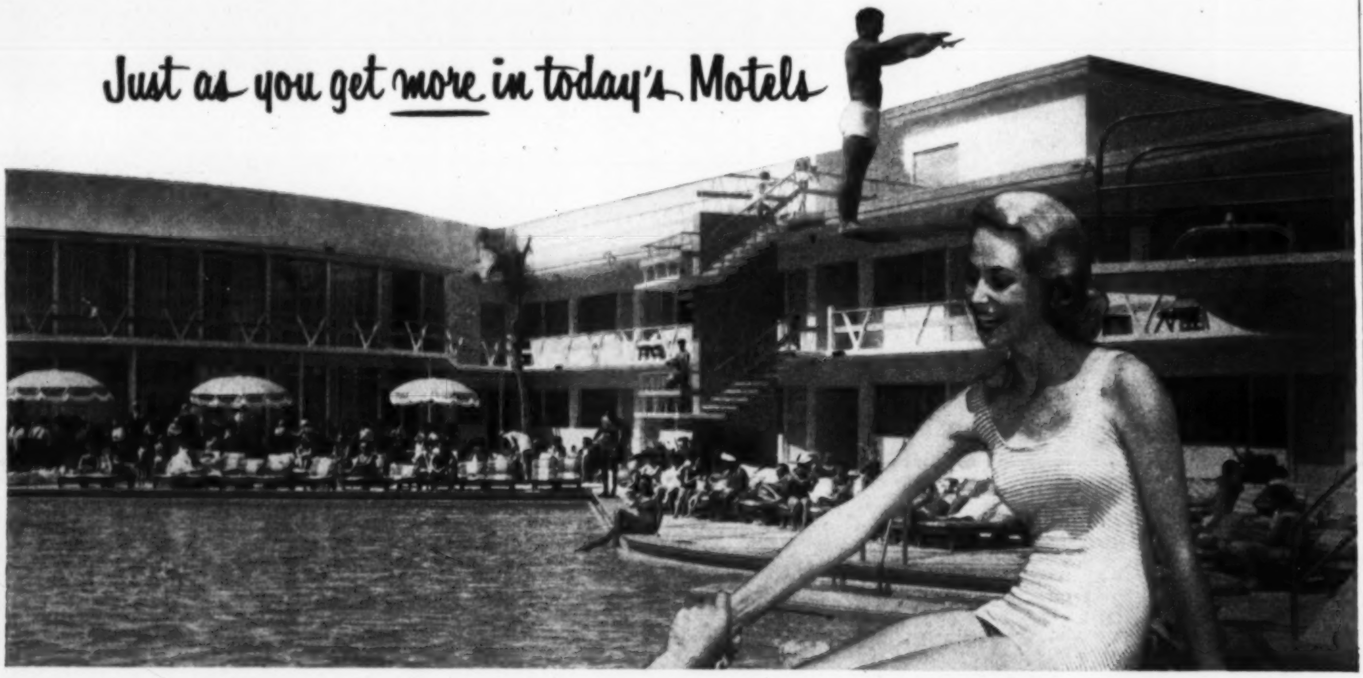
Popular Science, effective with its February issue, will increase circulation guarantee from 1,200,000 to 1,250,000 and will boost the ad rate from $3,000 to $3,280 per b&w page.

TV Guide has issued a new rate card, No. 8, effective with the Oct. 31 issue. Circulation guarantee for the national edition will go from 6,500,000 to 7,250,000. Ad rate will be increased from $13,000 to $14,500 per b&w page.

Boys' Life, effective with the January issue, will increase its circulation guarantee from 1,800,000 to 2,000,000. At the same time, advertising rate for a b&w page will go from $5,780 to $6,290. #

Issue New Direct Mail Booklet

"How to Make Your Ads Pay Off," a new booklet containing information and ideas for companies planning to sell by mail, has been issued by Hal Seidel Advertising, 5032PR Lankershim Blvd., North Hollywood, Cal. The booklet contains such information as 11 ways to stimulate replies, 27 ideas for headlines for order forms, how to make your ad pull more inquiries, etc. Free copies may be obtained by writing the agency.


Just as you get more in today's Motels

you get more of everything with AMERICAN MOTEL

Now . . . more of the lodging market. Motels now outnumber hotels 2 to 1 and have also overtaken hotels in dollar volume for room rental. 57,930 motels with 1,241,078 rental units serve 1½ million guests every night and gross more than two billion dollars a year. The industry is growing at a rate of 2,000 new motels annually, including an ever-increasing percentage of large luxury establishments, downtown big city motels and national chains. The modern motel is rapidly replacing the old-time tourist court.

You get more readers. American Motel has the largest circulation in the field. It's the *only* ABC audited book.

With more buying power. Circulation is concentrated in the 30% of the nation's motels which do 65% of the buying (as documented in Subscriber Buying Power Audit).

More in the mood to buy. This is the book motel operators select for themselves and use. Readex readership scores show record-breaking interest in American Motel features.

American Motel is first in pages of advertising too, also Readexed.

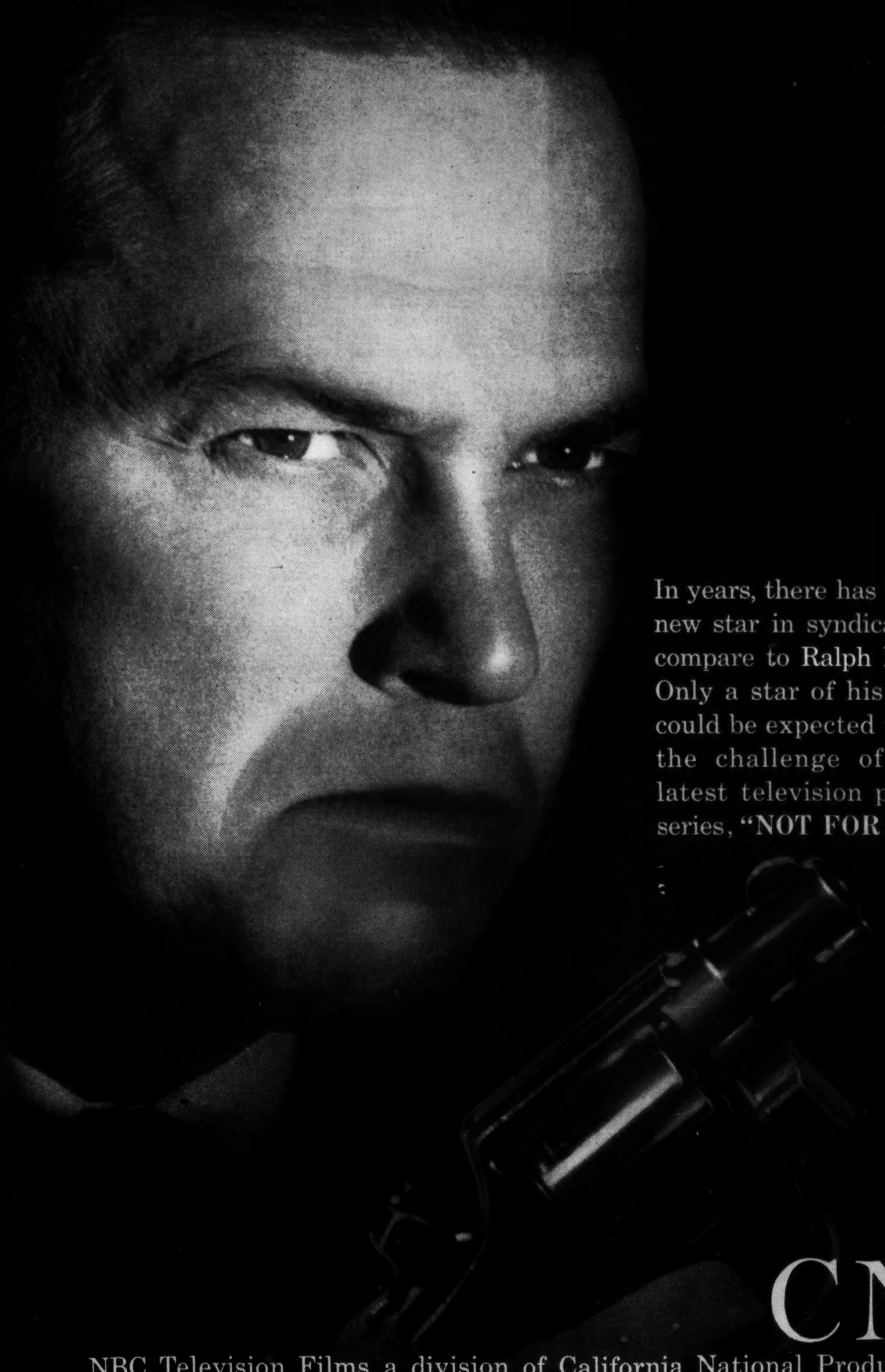
More services too. Here are some of the many market and media tools available to you:

- 1959 Motel Market and Sales Analysis
- Motel Planning and Purchasing Study
- Motel Distribution Study
- Subscriber Buying Power Audit
- 1959 Editorial Forecast
- Readex Reports
- Monthly Building Bulletins
- Industry Highlights

AMERICAN MOTEL

PATTERSON PUBLISHING CO
5 SOUTH WABASH AVE
CHICAGO 3, ILL

MOTOR HOTELS · MOTOR INNS · MOTOR LODGES



In years, there has been no new star in syndication to compare to **Ralph Meeker**. Only a star of his caliber could be expected to meet the challenge of CNP's latest television program series, **"NOT FOR HIRE"**.

CNP

NBC Television Films, a division of California National Productions, Inc.

Reduction in Option Time Would Cost $28,000,000, CBS Tells FCC

(*Continued from Page* 1)

400,000. If the network programmed those 21 half hours sustaining, the program costs would be about $10,000,000 annually.

"Thus at its worst the aggregate effect on the network's annual net revenue of loss of sponsorship of these time periods would approximate a loss of $28,400,000," it was stated.

"But the nature of option time is such that the proposed reduction cannot be analyzed only in those terms. It could have more far-reaching effects. At the present time (June, 1959 schedule), the CBS Television Network programs 27½ evening hours and 47½ daytime hours weekly. The framework of this schedule is the 63 hours optioned by the affiliates to the network.

"If this framework is contracted to the extent of 10½ hours, as proposed, the effect on the schedule may be substantially more withering than the loss of the 10½ hours or a goodly part thereof. The resulting losses may require re-examination of the character and quality of network programming to be offered," CBS commented.

CBS put its net program cost for 1958—that is "excess of expense over income"—at $19,111,000; this did not include the cost of the news division, which came to an additional $8,440,000. Nor did it include $3,677,500 spent for program ideas and development that never made it to the air. This kind of program outlay could not be continued if reduced option time cut down a network's revenue, CBS indicated.

■ ABC and NBC emphasized the advertising considerations in their pleas for a retention of the status quo in option time regulations. NBC said only one station in the U.S., KTTV, Los Angeles, which is not a network affiliate, has opposed option time.

"A reduction of option time will handicap the television networks in their competition for advertising revenue and all the other elements in the television industry will suffer as a result," NBC said.

NBC pointed out that the commission already has stated that the elimination of option time would "weaken the network's ability to compete with other national media which provide advertisers with national circulation; as a consequence, the networks ability to obtain national advertising revenues would be seriously undermined."

NBC suggested that a reduction of option time "will have exactly the same effect but perhaps on a smaller scale."

ABC said that the proposed reduction in option time is enough to mean the difference between profit and loss for the ABC-TV network. It would also, this network insisted, make it harder for ABC to compete with the other networks in the face of the "continued scarcity of comparable television facilities in many major markets."

■ The networks' positions on the other two rule changing proposals under consideration were more diverse and less clearcut than their reaction to the option time changes.

• The suggestion that spot and local advertisers be given at least 13 weeks security from pre-emption by network advertisers (they get eight weeks now) was termed "unworkable" by ABC. NBC called it neither necessary nor desirable, but didn't oppose it. CBS said it might obstruct scheduling, but didn't object to it.

• ABC endorsed the change that would give stations more authority to reject individual network programs that the local management considered not in the public interest or less in the public interest than something of imminent local concern. CBS and NBC were cool toward this proposal, but they didn't flatly oppose the basic idea.

■ Among others filing comments were the Station Representatives Assn., National Telefilm Associates, which has tried to break into networking via the film route, and the select committee of ABC-TV affiliates. SRA took a sort of yes-but-no-maybe stance on option time as follows:

"SRA has taken the position that the practice of having three hours per segment under option time is a fair accommodation between the needs of licensee responsibility and the health of network operations. If, however, the commission feels that this accommodation is better served by limiting option time to 2½ hours per segment, SRA is happy to accept the commission's judgment." SRA thought straddle shows should be counted against option time.

The ABC-TV affiliates were against the reduction of option time, but supported the other changes, including the straddle program revision.

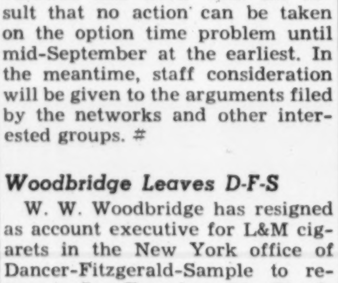
NTA asked that option time be continued at the current level in each broadcast day segment, but this company suggested that "no station be permitted to option more than 2½ hours of each segment to any one program source."

■ Filing of briefs with FCC this week on its proposed reduction in tv network option time is only another step in what looks like a lengthy procedure. A prolonged period of study is indicated before action is taken.

FCC members began a five-week vacation this week with the result that no action can be taken on the option time problem until mid-September at the earliest. In the meantime, staff consideration will be given to the arguments filed by the networks and other interested groups. #

Woodbridge Leaves D-F-S

W. W. Woodbridge has resigned as account executive for L&M cigarets in the New York office of Dancer-Fitzgerald-Sample to return to San Francisco. Mr. Woodbridge, who has been in New York two-and-one-half years, formerly was San Francisco manager for D-F-S and previously had been with Botsford, Constantine & Gardner in Seattle.



SIG T. BARDAL, *until recently advertising director of the Toronto Globe & Mail, has joined Thornton Purkis Ltd., Toronto agency, as a vp and director.*

Gaze, darling, at Warner's trend-setting fall bra collection. Each is new, each is different, and the prices are straight from heaven! 2.50 to 3.95
NEW AND YOUNG FROM WARNER'S

NEW AND YOUNG—*Warner Bros. Co., Bridgeport, breaks a major drive for its three bras in the September Ladies' Home Journal. Ads also will appear in Charm, Cosmopolitan, Glamour, Good Housekeeping, Harper's Bazaar, Life, Look, Mademoiselle, McCall's, The New Yorker, Seventeen and Vogue. C. J. LaRoche & Co. is the agency.*

'Look' Signs 41 Advertisers for Magazone Plan

New York, Aug. 6—*Look* has signed 41 advertisers for its Magazone plan, which enables advertisers to place ads in one or more of seven regional editions.

The magazine today said that advertisers' response to the Magazone arrangement—introduced in May (AA, May 11)—exceeded its "most optimistic projections."

While *Look* would not name the 45 advertisers signed, a breakdown by classifications shows advertisers ranging from fruit growers to soft drink makers. Practically all of the smaller advertisers market regionally and would not have been prospects for *Look's* national edition, the magazine said. #

NC&K Wins Out With $3.000.000 Vaseline Tonic

(*Continued from Page* 1)

ule. In tv it included spot, half of the Bob Cummings show, and half of "ESP" during its 13-week run as a summer replacement.

Also included was Vaseline Lip-Ice Balm, but McCann will continue as agency for that product until Jan. 1, 1960.

■ NC&K won the account in a subdued competition from two other Chesebrough agencies, Compton Advertising and William Esty Co. A third agency, J. Walter Thompson Co., had withdrawn rather than submit a speculative presentation.

For NC&K, the award marked a highly successful 30-day new business period, when it acquired some $8,000,000 in billing—Chesebrough-Pond's lipstick and liquid makeup, Hertz Rent A Car, and Vaseline hair tonic.

■ Meantime, Vaseline was locked in a tight three-way race for leadership in the field. Vaseline, Wildroot and Vitalis are all approximately equal in share of market, with perhaps no more than two percentage points separating the three.

A couple of points below the leaders is Brylcreem, which made a dramatic entry into the market and set the field to twitching with its spectacular ascent, but which now has leveled off.

Chesebrough has still not decided which agency will get the Pertussin line, which also is leaving McCann. #

NSE's 'Sales Week' Slated to Bow in November as Monthly

New York, Aug. 6—*Sales Week*, official publication of the National Sales Executives, will bow as a monthly in November. Present plans call for it to be issued twice in March, and to become a weekly in April (*see earlier story on Page* 76).

Although the contract hasn't been officially signed, Advertising Age was told Printers' Ink Publishing Co., a division of Vision Inc., is expected to publish the new paper. Robert T. Lund, publisher, and Kenneth Ford, a senior editor of *Printers' Ink*, will be publisher and executive editor, respectively, of *Sales Week*. It will have a standard 7x10" type page.

Salesmen for *Printers' Ink* are soliciting business for *Sales Week*, and reportedly have sold seven pages of advertising for the November issue. The base rate is $675 based on a distribution of 30,000, the membership of NSE.

■ As previously reported (AA, June 1), a membership poll was made to ascertain the sentiment of NSE members to an official publication. The poll reportedly showed a ratio of 8 to 1 in favor of a publication that would carry advertising. However, there was considerable vocal opposition among some of the local chapters, notably the Sales Executives Club of New York.

Four publishers are understood to have discussed publishing the NSE paper. These included *American Salesman*, Dartnell Corp., *Management Methods* and *Printers' Ink*.

The new paper will be distributed to members without additional charge, an NSE spokesman said. There will be no increase in dues or special assessments. The publisher will be expected to finance publication and distribution from advertising revenue. #

Leary joins Perrin-Paus

Ed Leary, formerly national sales promotion manager of the Norge division of Borg-Warner Co., has resigned to join Perrin-Paus Co., Chicago, as marketing executive and member of the plans committee. He reportedly will work on Sunbeam Corp. At Norge he has been succeeded by Harry McDavitt (AA, Aug. 3).

Litman-Stevens Changes Name

Litman-Stevens, Kansas City, Mo., agency, has changed its name to Litman-Stevens & Sher. Sylvester L. Sher, vp and secretary, has been with the agency five years.

Gillette Budgets $5,400,000 for World Series Ads

(*Continued from Page* 1)

result of the second All-Star game on Aug. 3. Between now and the first series pitch, the razor drive will gain impetus through commercials on the regular Friday night fights on NBC radio and tv and through the company's new spot radio disc jockey schedule on more than 250 stations.

■ On the print side there will be color ads in the comics sections of 224 Sunday newspapers between Aug. 30 and Oct. 5. Spreads will run in the August and September issues of 16 magazines in the drug, grocery, tobacco and variety store fields. This will be augmented on the retail level with some 30,000 window displays and 60,000 window posters on the new razor.

Judging from the Yankees' present standing in the American League pennant race, the World Series may likely be played outside of Yankee Stadium for what would be the second time in 10 years. Nevertheless, Gillette expects a listening and viewing audience of over 100,000,000 fans.

■ The series will again be telecast over NBC directly to Cuba. Delayed kinescopes will be shown the day following each game in Puerto Rico, the Dominican Republic, Bermuda, Mexico, Nicaragua, Salvador, Guatemala and Venezuela. Buck Canel will broadcast the games in Spanish via short wave radio to 14 Latin American countries. Canada will receive the games live on radio and television.

Although the commercials during the series broadcasts will emphasize the 1959 razor, a few ads will promote the company's Foamy, an aerosol shaving cream. New commercials are being prepared, featuring 10 leading Hollywood stars. Some color will be used in all the ads, and a few of them will be run completely in color.

■ Gillette, which has been sponsoring the baseball classic on radio since 1939 and on tv since 1947, earlier this year approached Baseball Commissioner Ford Frick to extend its present radio-tv rights for at least three more years. (The razor company's present contract expires in 1961.) A decision is not expected to be made by Commissioner Frick, however, until it is decided whether a third major league will be formed and, subsequently, how future World Series will be conducted. The company reportedly pays $3,250,000 each year for the tv-radio rights to the series and one All-Star Game. An additional sum was paid this year for the second All-Star event.

Maxon Inc. is the agency for Gillette. #

Ice-O-Derm Goes National: Ralph Allum Gets Account

The pharmaceutical division of Shulton Inc., New York, has appointed Ralph Allum Co., New York, to handle its advertising, including a national drive for Ice-O-Derm. Ice-O-Derm will be introduced to the teen age market beginning Sept. 1 with magazine pages, spot radio in 45 major markets and newspaper advertising, including cooperative advertising. Retailing a $1, Ice-O-Derm is an antiseptic astringent for treatment of acne and related skin conditions. Allum also acquired Shulton's Thulox medicated hair and skin products.

Wesley Associates is the previous agency.

Inside The New York Times Magazine

The New York Times Magazine
S. AIR

"HERE IS THE TRUE NORTH of the world, the focal point of industry and finance, art and entertainment and communications, an accumulation of things, people and meanings so vast and compelling that any degree of sophistication, innocence or love is inadequate, any frame of reference too narrow to scale it to size. New York is to be grasped humbly, exultantly, even with dislike, simply as a series of the most personal particularities, contingent on time, place, emotional and physical climate and all of the tastes, sounds, sights, textures, pressures and easements known to man." *Gilbert Millstein's love letter to New York, The New York Times Magazine, June 7.*

"A FREUDIAN psychoanalyst the other day explained it all: 'The business man who has his office redone is motivated by one of the most basic drives,' he said. 'It's deductible from his income tax.'" *Story on decorating big business, The New York Times Magazine, May 24.*

"WE PLACED the same two-thirds page ad for our Dwyer Snack Bar in The New York Times Magazine, the metropolitan edition of a well-known national magazine and the New York-Boston-Philadelphia edition of another. The New York Times Magazine brought us over twice as many inquiries as either of the other publications." *William Murphy, president, Murphy Bed and Kitchen Co., New York.*

WHAT'S INSIDE The New York Times Magazine for you? Good reading. Great results. It's distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.

TWO MORE EDITIONS FOR AMERICA'S MOST FLEXIBLE MAGAZINE

TV
GUIDE

Magazine regionalization is an asset to your advertising—IF (and it's a big "if") the coverage *fits* your marketing situation. The ability to eliminate that "if" is one reason why TV GUIDE is so attractive to so many advertisers.

TV GUIDE leads all magazines in market flexibility.

It delivers that flexibility more economically than any other magazine—thanks to an average $2 page cost per thousand.

It is broadening that flexibility by expanding its regional editions to 53. The introduction of an Arizona-New Mexico edition (August 1) and Arkansas edition (September 5) further refines your ability to pinpoint the markets *you* want.

How does this "pinpointing" work? And how can you make it work for you?

Arizona-New Mexico, Arkansas Editions Bring TV GUIDE Edition Total to 53

ALABAMA
ARIZONA-NEW MEXICO
ARKANSAS
BINGHAMTON
CENTRAL CALIFORNIA
N. CALIFORNIA
S. CALIFORNIA
GEORGIA
GULF COAST
HAZLETON-WILLIAMSPORT
ILLINOIS
INDIANA
IOWA
KANSAS CITY
NEW ENGLAND
NEW YORK METROPOLITAN
NEW YORK STATE
N. CAROLINA
S. OHIO
OKLAHOMA
OREGON
N. TEXAS
S. TEXAS
S.E. TEXAS
UTAH-IDAHO
VIRGINIA
WASHINGTON-BALTIMORE
E. WASHINGTON STATE

- TV Guide's regional coverage is by far the easiest to buy. No confusion, no complex "plan." You simply buy the editions you want, when you want them . . . no more, no less.

- You can buy space in any *one* or any *combination* of the 53 TV Guide editions.

- You can have full-color pages in the TV Guide West Coast combination, reaching the largest West Coast audience provided by any weekly magazine.

- You can also buy full color in the big (1,250,000) New York Metropolitan Edition.

- You can buy regional coverage in any issue, in any space unit, without waiting for somebody else to buy the coverage or the space you don't need.

- Split runs are available in the national feature section. You can use a 2-way geographic split to advertise different brands in different parts of the country . . . and you can use a 2-way or 4-way copy split (with each ad appearing in every second or fourth copy throughout the country) to promote as many as 4 different brands or test as many as 4 different copy appeals simultaneously.

- The areas covered by TV Guide's regional editions are determined primarily by markets rather than by state boundaries. The Cincinnati market, for example, includes parts of three states. You get *all* of that market in *one* regional edition of TV Guide.

- You can capitalize on TV Guide pulling power for coupon offers. Its huge audience and pinpointed distribution provide efficiency and economy.

TV Guide tells your sales story locally with the impact and power of America's best-selling weekly magazine. Its effectiveness is paralleled by the most efficient cost structure in publishing today.

TV Guide belongs on your schedule.

7,250,000 CIRCULATION GUARANTEE EFFECTIVE OCT. 31, 1959

CHICAGO
CLEVELAND
COLORADO
CONNECTICUT VALLEY
DETROIT
FLORIDA GOLD COAST
FLORIDA STATE
KENTUCKY
LAKE ONTARIO
LOUISIANA-MISSISSIPPI
MICHIGAN
MINNESOTA
MISSOURI
NEBRASKA
PHILADELPHIA
PITTSBURGH
ST. LAWRENCE
ST. LOUIS
SCRANTON-WILKES-BARRE
S. CAROLINA
TENNESSEE
W. WASHINGTON STATE
W. VIRGINIA
WICHITA
WISCONSIN

Buy TV GUIDE nationally or in any combination of these 53 regional editions!

The Editorial Viewpoint . . .

That 'Select Agency Circle'

Charles Dallas Reach, chairman of Reach, McClinton & Co., hit squarely at one of the underlying reasons that, he said, "illuminate the present trend in the agency business—the big get bigger and the small get headaches."

The reason, said Mr. Reach, is that today's "organization man" is not the rugged individualist so common to business a generation ago. Instead, "he is often an insecure person" who conveniently believes that "if you're big, you're good, and conversely," and who uses this reasoning when he says, "Now our business is big enough to entitle us to the best." The result, according to Mr. Reach, is that most advertisers use billings as a yardstick in selecting agencies, and the major advertising accounts rotate within a select circle of large agencies.

Mr. Reach is right, of course. But he attributes to the advertising agency business a uniqueness in this regard that is not especially deserved. The cult of bigness has not only invaded other businesses, but it has been held back a bit more successfully in the advertising agency field than elsewhere.

Identifying bigness with excellence is indeed the order of the day. There are two good reasons why, and they both are closely involved with the fact that the "organization man" of today is a different animal from the individualistic entrepreneur of days gone by. The entrepreneur characteristically mistrusted bigness—at least in other people. He started small himself, and he felt at home—and much safer—with other relatively small businesses with which he dealt. Furthermore, he had no notion that some day he would change his job for a managerial position in some other business, and he therefore felt no urgent need to "look good" to his competitors or to other business men outside his normal stream of customers and prospects.

Now bigness confers some social prestige. It is much more fun, and presumably more impressive, to tell your social or business friends that your advertising is handled by an agency whose name is known to them, than to confess that it is handled by some wonderful fellows who do a fine job but whose name means nothing to the casual inquirer.

It is also—and this is even more important—much safer to make the well-known choice. If the service or the work turns out to be something less than satisfactory, there is much less chance that the executive who gave the account to a big, well-known agency will have to defend his judgment, whereas the selection of a smaller, lesser-known agency requires some justification to begin with, and some possible raised eyebrows if it goes sour.

This is a fact of life, but fortunately it is not an insuperable difficulty. Smaller agencies still get accounts, and sometimes some pretty big ones. And in the agency business far more than in most businesses, today's giant may very well be yesterday's pigmy and tomorrow's dying duck.

Gladys the beautiful receptionist

—Martin Deane Wickett, Chapin-Damm Advertising, Sacramento, Cal.

"He wanted to know if we'd done anything about that new product he was going to tell us about last week."

Why Marketing Is Exciting

Beer and automobiles don't mix too well, the safety people have been telling us, and we have no intention of mixing them, except to make a point about this fascinating business of making and selling goods and services.

The brewing industry as a whole has been pretty much marking time during the current decade. There have been vast and important changes involving individual brewers, but on the whole the volume of beer consumption has been relatively static.

The answer lies in the fact that in this country, a great deal of beer is consumed by younger people, most of whom have a tendency to move on to somewhat harder drinks as they get older and a little more prosperous. The population statistics demonstrate that this age level has been growing slowly during the current decade, but will be in large evidence in the 1960s. And hence the beer people look forward with eagerness to a market with considerable potential expansion built into it.

On the other hand, while the American automobile makers presumably face the '60s with confidence, they must occasionally shudder over problems. The introduction of smaller cars by the major American makers must certainly pose one of the toughest marketing problems anyone has ever faced. Question: If we make our new cars good enough, and sell them hard enough and intelligently enough, will we cut our own throats by taking a big slice of business away from our bigger, more expensive and more profitable models?

The auto manufacturers are not soap makers, who can compete vigorously with themselves and not care too much which of their competitive brands wins out. With the auto makers, a real winner in the small-car field might conceivably have a tremendous impact—the wrong kind of impact—on profits.

There will be no dearth of excitement in these areas during the next few years.

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

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Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Fred W. Abercrombie.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, cirulation director.

What They're Saying . . .

Treat Ideas Very Gently

A new idea is delicate. It can be killed by a sneer or a yawn; it can be stabbed to death by a quip and worried to death by a frown on the right man's brow.

—Charles H. Brower, president of Batten, Barton, Durstine & Osborn, before the Assn. of National Advertisers.

Creativity Is Individual

Creativity is the one thing you can't do without in the agency business, and too much stress on staff work, group work, and committee work can be very damaging to creativity.

In the final analysis, creativity is an individual thing. Remember, it only took one guy to paint the ceiling of the Sistine Chapel, one man to write "For Whom the Bell Tolls," and one composer to dash off "Stardust." Do you think "Stardust" could ever have been written by a committee?

—Philip J. Kelly, vp of Lynn Baker Inc., before the Assn. of National Advertisers.

Let's be Frank

All you need bring to A&P for cash savings is your pocketbook.

—A&P ad in Chicago newspapers.

Rough Proofs

Chicago's Mayor Daley says the city is all set to welcome the hundreds of athaletes competing in the Pan American Games starting Aug. 27.

•

The equal time idea in television is spreading. Station WBKB is giving people who don't like bullfights a chance to say so on a program a week after the telecast of a bullfight.

•

After the election returns from Hawaii were in, it didn't look as though Harry Bridges had wielded all that political power he was supposed to carry in his hip pocket.

•

Eastern Air Lines doesn't like the advertising of National Airlines, and most passengers don't like any advertising that says planes without jet engines have jet power.

•

Another blow was struck at the advertising testimonial when the FTC insisted that makers of automatic washing machines who pack them with Tide do so not because they think it's the best detergent but because their products are advertised so well by P&G.

•

Any medium which wants to brag in its promotion about P&G being numbered among its customers should make sure that its copywriters know how to spell "Procter."

•

Congressman Rhodes wants to penalize magazines "subsidized" by the Post Office, and then hints it's the public which is being subsidized by saying that the magazines would pass on any postal increases to their subscribers.

•

The Catholic population, says the Catholic Press Assn., is the fastest growing segment of the national family, accounting for 30% of current births.

No wonder Joe Kuharich took that football coaching job at Notre Dame.

•

Instead of asking for a go-getter, an agency looking for a supervisor for a major electrical account allowed it was chiefly interested in latching on to a "getter-doner."

•

American Tobacco Co., the story says, is now introducing its new Riviera cigaret in selected markets. It's a mentholated, king-size, air-cooled filter, and it's made of tobacco, too.

•

An agency looking for a copy director via the classified says it offers "ideal creative conditions; brand-new building."

This must mean air conditioning and its own coffee service.

•

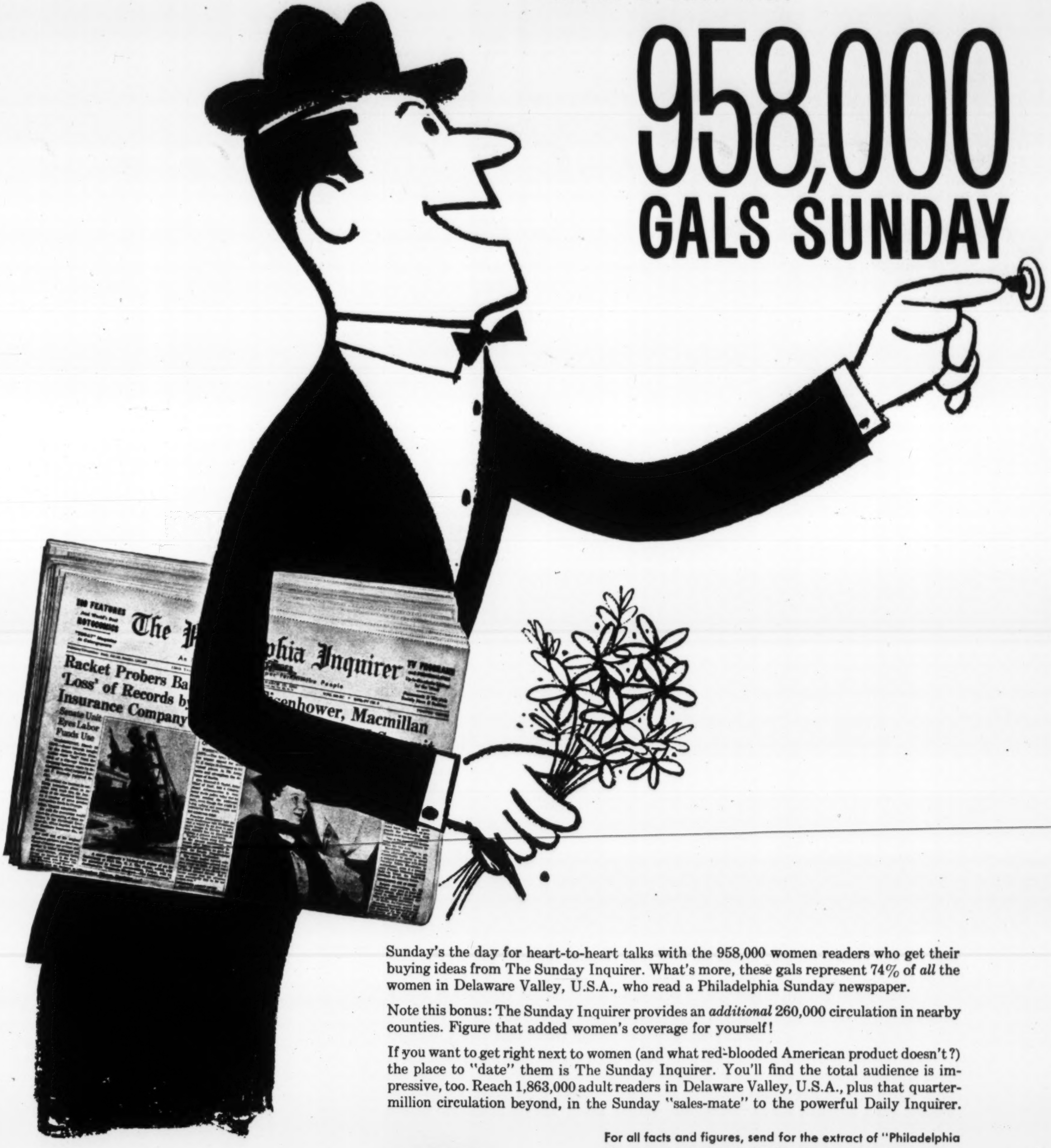
The classified experts say the way to get the fewest replies to your ad is to close the enticing job description with the fatal words, "liberal commission."

COPY CUB.

Among The Inquirer's 1,863,000 adult readers in Delaware Valley, U.S.A.

Make a date with

958,000 GALS SUNDAY



Sunday's the day for heart-to-heart talks with the 958,000 women readers who get their buying ideas from The Sunday Inquirer. What's more, these gals represent 74% of *all* the women in Delaware Valley, U.S.A., who read a Philadelphia Sunday newspaper.

Note this bonus: The Sunday Inquirer provides an *additional* 260,000 circulation in nearby counties. Figure that added women's coverage for yourself!

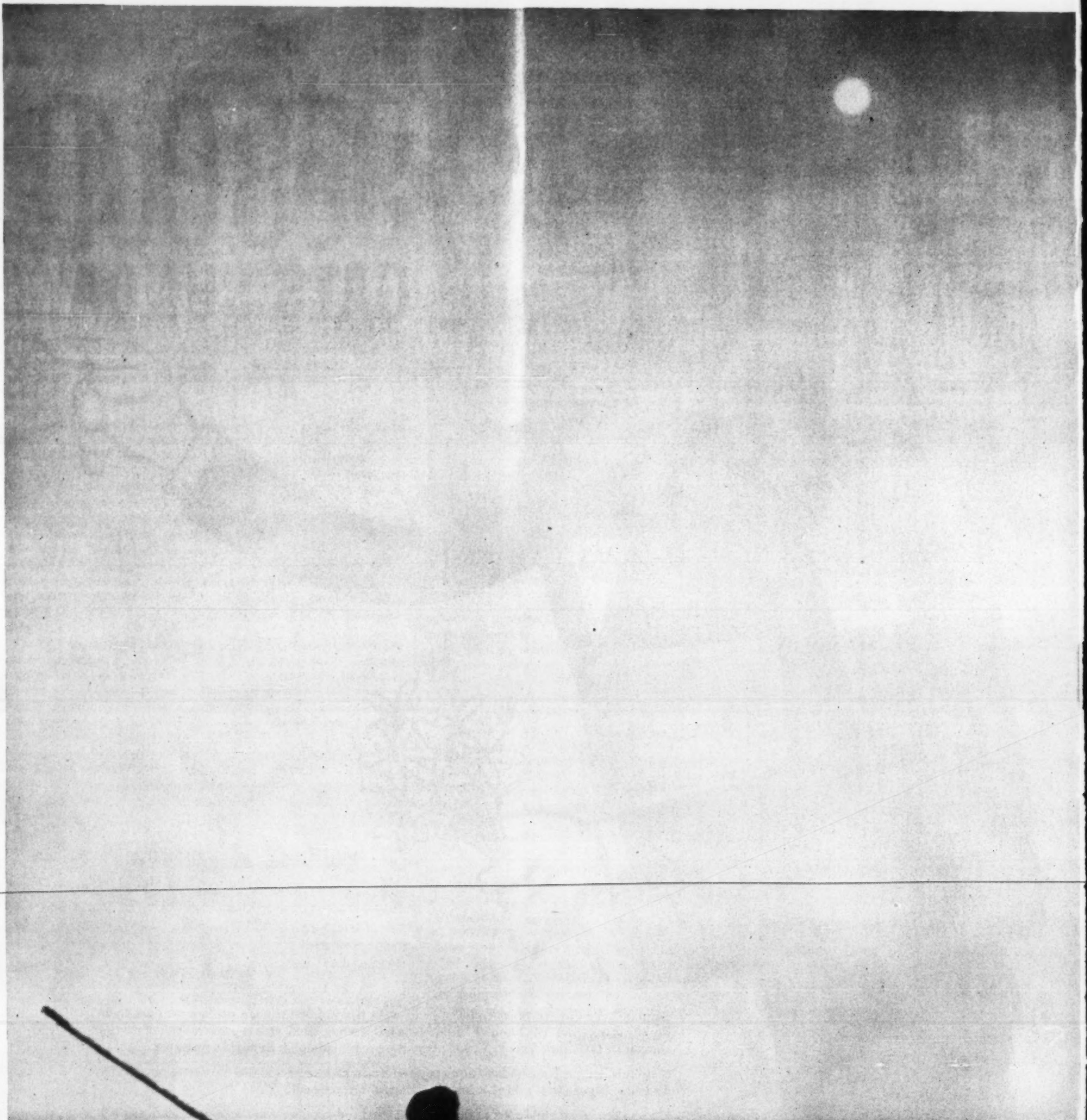
If you want to get right next to women (and what red-blooded American product doesn't?) the place to "date" them is The Sunday Inquirer. You'll find the total audience is impressive, too. Reach 1,863,000 adult readers in Delaware Valley, U.S.A., plus that quarter-million circulation beyond, in the Sunday "sales-mate" to the powerful Daily Inquirer.

For all facts and figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

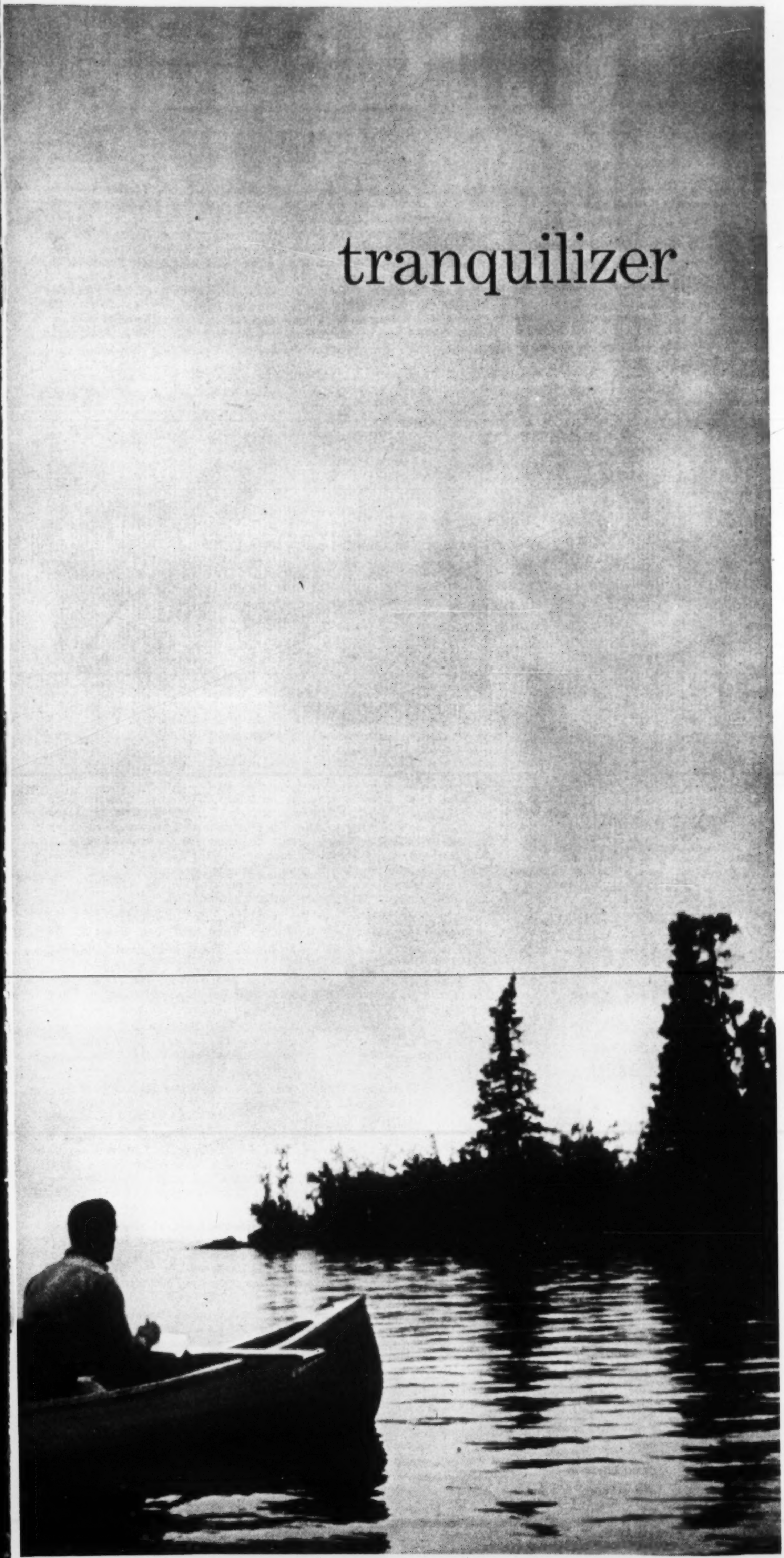
The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR. 342 Madison Ave. Murray Hill 2-5838	EDWARD J. LYNCH 20 N. Wacker Drive Andover 3-6270	RICHARD I. KRUG Penobscot Bldg. Woodward 5-7260	FITZPATRICK ASSOCIATES 155 Montgomery St. Garfield 1-7946	FITZPATRICK ASSOCIATES 3460 Wilshire Boulevard Dunkirk 5-3557



tranquilizer



ARTHUR R. MOFFATT

THOUGHTS ON SPORTS

No sound.

The water lies calm.

You can just about make out the sun through the haze.

And abruptly you realize what the old line about "feeling at one with Nature" means. That's how *you're* feeling. Easy. Relaxed. Tranquil.

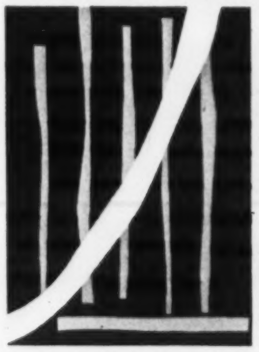
And yet more alive than you've been for months.

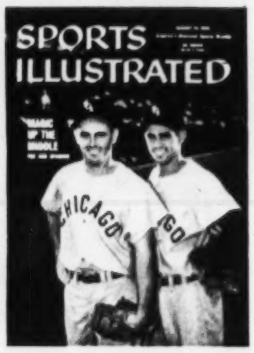
Because here you've discovered a tranquilizer with a potency that no pill could ever match.

Yes, vacations end. But when this one does, you'll be ready to go back. And to go back with a lot more to put into your regular living than you had when you left.

Not just bigger muscles. You'll have a fresher mind. A deeper understanding. And a firmer knowledge that life—all of it, including the routine—is good.

Thanks to something we rather inadequately call "sports."





THOUGHTS ON SPORTS ILLUSTRATED

. . . the one to grow on

THE GRAPH shows SPORTS ILLUSTRATED's ad revenue in the last four years. It marks SI as the growth magazine in advertising today. This year again, the climb continues; SPORTS ILLUSTRATED already has more space run and on order than it carried in the entire year of 1958.

The reason?

Each year, the five-figure families of America are spending more and more of their time on sport. They value it for itself. They value it because it helps recharge their spirits for the demands of running a business or a household. They make up the fastest growing quality markets in America today. They are the ones who make SI "The One To Grow On."

Meet an IRE award winner for 1959:

IRE REMEMBERS THE MAN *for his Perceptive Research*

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 **professionally qualified** men plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

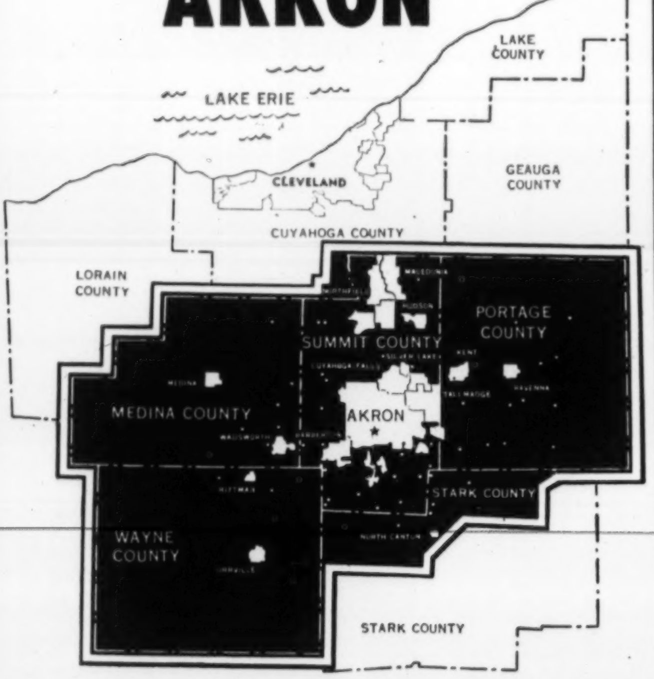
For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

The background story of every successful venture always has a man in it. To Richard D. Thornton goes this year's IRE *W. R. G. Baker Award* for his paper entitled "Active RC Networks," which appeared in the September 1957 issue of IRE TRANSACTORS ON CIRCUIT THEORY. Hats off to a man with a purpose, well on his way on the path of progress—Richard D. Thornton, Assistant Professor of Electrical Engineering, Massachusetts Institute of Technology, Cambridge, Mass.

Yours for the Asking.
1958 TOP TEN BRANDS
IN **AKRON**



TOP TEN BRANDS in AKRON, OHIO
1958
of the AKRON, OHIO, MARKET for
THE AKRON BEACON JOURNAL

This Consumer Inventory is made by PERSONAL INTERVIEW right in the home. It covers 130 different product categories and shows product trends for the years of 1956, 1957 and 1958.
Ask Story, Brooks & Finley or write us for your FREE copy.

AKRON BEACON JOURNAL

Total Daily Circulation 163,096 12 Months Ending 3-31-58

Total Sunday Circulation 172,247 12 Months Ending 3-31-58

AKRON BEACON JOURNAL AREA OF INFLUENCE

Population	719,435
Families	213,048
Total Buying Power	$1,349,384,000.
Total Retail Sales	$ 958,138,000.
Food Sales	$ 238,114,000.
Gen. Mdse. Sales	$ 132,837,000.
Fr-H-R Sales	$ 44,996,000.
Automotive Sales	$ 205,680,000.
Drug Sales	$ 29,035,000.

Source 1958 Sales Management Survey of Buying Power

NEWSPAPER COVERAGE

DAILY	Circ.	% Cov.
Akron Beacon Journal	159,532	74.9%
Cleveland Plain Dealer	21,596	10.0%
Cleveland Press	7,525	3.5%
Cleveland News	2,081	0.9%
SUNDAY		
Akron Beacon Journal	160,139	75.0%
Cleveland Plain Dealer	21,179	9.0%

Source March 31, 1958 A. B. C. Audit Statements

THERE IS ONLY ONE WAY TO REACH THE MASSES IN THE AKRON BEACON JOURNAL AREA OF INFLUENCE

A One Billion 350 Million Dollar Market

Akron, the biggest ONE Newspaper Market in the nation, is also Ohio's most concentrated area of great industrial names. For only 40c per line, daily or Sunday, you can do a complete job of selling the masses. There is no substitute.

ROP Spot or full color available in all issues.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher
Represented by
STORY, BROOKS & FINLEY

Getting Personal

Unusual honor thrust on **Wes Nunn**, ad manager of Standard Oil (Ind.): A thesis relating "his life and his contributions to advertising" was part of the work which earned an M.A. in journalism degree for William B. Anthony III at the University of Oklahoma . . .

A 7 lb., 10 oz. girl, Sandra Rae, joined the family of **Don Daniels**, art director at Wentzel & Fluge, Chicago, on July 25. Sandra Rae is the Daniels' third child . . .

Max Ascoli, publisher of *The Reporter*, and his wife are in Europe for a month . . . **Jack Boyle**, vp of Trendex, recovering from a stomach operation at Northern Westchester Hospital in Mt. Kisco, N. Y., expects to be back on the job in September . . . **Ray Durrell**, vp of Fletcher Richards, Calkins & Holden, is now back on the job after a rest in Bermuda . . . **Earle Braisted**, president of Joshua B. Powers Inc., New York international publisher's representative, became the father of his second son, fourth child, and a week later **Norman List**, Powers salesman, added a son, second child . . .

FORE!—*Victor A. Bennett (left), president of his own New York agency, presents a set of golf clubs to Edward D. Kahn on his tenth anniversary with the agency. Mr. Kahn is in charge of broadcast media and also account exec for Longines-Wittnauer.*

Richard M. Brown, manager of KPOJ, Portland, was installed as president of Portland Rotary in July . . . **Herb Rickles**, manager of *TV Guide's* northern California edition, and Dick Manning have written "The Nickelodeon Song," recorded for Capital Records . . . And **Ron Sproat**, who writes tune-in ads for BBDO for the U. S. Steel Hour, sold his first tv play, "Rachel's Summer," to U. S. Steel for fall presentation. He wrote it while at Yale, an adaptation of Charles Jackson's short story of that name . . .

House hunting is easy in the agency biz: **John McQuigg**, JWT vp who's moving from Detroit to New York, and **Lou Dean**, D. P. Brother & Co. vp making the switch in the opposite direction, simplified matters by selling their houses to each other . . .

The engagement of Alice Pfister and **Donald Auty** was announced in Sheboygan, Wis.; he's with the ad department of Vick Chemical in New York . . .

Charles M. Kebbe, casting director of Ted Bates & Co., was married to Sally Gracie July 3. The bride is currently busy acting in "The Fugitive Kind," which stars Marlon Brando and Anna Magnani . . .

The 1959 Sister Elizabeth Kenny Foundation and fund appeal will have the assistance of **Gibson McCabe**, president and publisher of *Newsweek* (magazine division), and **Don Brice**, vp of Dictaphone Corp. (business machines division) . . .

Peter Bordes, president of Weso, Southbridge, Mass., and vp of WCTC, New Brunswick, N. J., is an avid Thistle sailor and a good one (class winner in Larchmont Race Week). But Pete lives in Greenwich Village, keeps his 17-foot Thistle on a trailer, and is the bane of village garagemen . . .

William E. Harder and **Frances Metelko**, both of whom worked for Fred A. Niles productions, Chicago, were married July 18 . . . **James Walter McGovern**, of McCann-Erickson, New York, and novelist ("Fraulein," "No Ruined Castles"), will be married to Mrs. Elizabeth Peckham . . . **Eileen Strang** of Reach, McClinton & Co.'s pr department married George Lutz July 25 . . .

New faces: Ann Kathryn Fox, second child, second daughter of **William Fox**, account exec in BBDO's Cleveland office, arrived July 1 . . . Christopher Doyle O'Leary, whose father is Reach, McClinton's timebuyer, was born July 4 . . .

Edward L. Renno, account exec for John W. Shaw Advertising, Chicago, on Quaker Oats, is the author of "Hail and Farewell," slated for fall publication by Comet Press Books. The novel is about the fight business, and Renno knows something about it—before going to Northwestern he fought in the Chicago Golden Gloves tournament, won about half of 16 bouts . . .

George Mosley, Seagram Distillers advertising vp, recuperating at home from an ulcer operation, and expects to be back at work in August . . .

Jesse Thompson Ellington Jr. and Nancy Cabell Meredith were married July 18 in London Bridge, Va. He works for Ellington & Co., New York agency . . .

Rubin Olsher, ad manager of Hollywood Vassarette, has recovered from an emergency appendectomy thrust upon him July 23 . . .

THE FARMER-STOCKMAN LEADS

in Commercial Lineage Gain!

WITH 54% LINEAGE GAIN, the Farmer-Stockman *leads* all other farm publications by the *wide margin* shown at right.

DURING THE PAST YEAR the Farmer-Stockman has effected *many* improvements such as a change of format to the state farm paper size . . . a *change in issue date* to conform with other state farm papers . . . *shortened closing date* to two weeks prior to issue date . . . and printing by *direct process* without need of engravings from advertisers.

BUSINESS IS GOOD IN THE SOUTHWEST! In this rich farm market, the Farmer-Stockman far outstrips other farm publications in *depth of readership* . . . reader *confidence* . . . and vigorous reader *response*. All this—PLUS the Farmer-Stockman's local advertising flexibility and merchandising *services*—create the greatest, most productive *impact* for advertising!

FOR SPACE RESERVATIONS or additional information. write, wire or phone your nearest Farmer-Stockman office now.

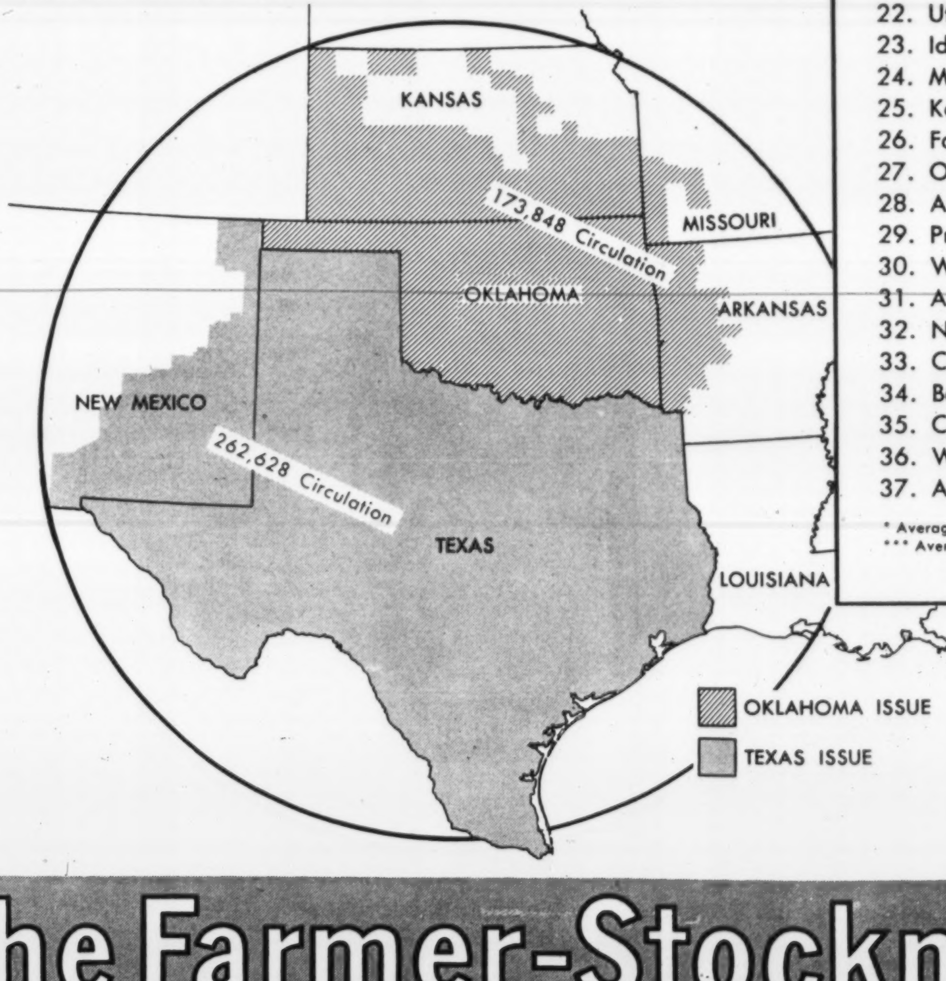
COMMERCIAL LINEAGE IN FARM PUBLICATIONS

First Six Months—1959 Compared to 1958

1.	**THE FARMER-STOCKMAN**	**up**	**54%***
2.	National Livestock Producer	up	31%
3.	Colorado Rancher & Farmer	up	24%
4.	Ohio Farmer	up	18%
5.	Michigan Farmer	up	16%
6.	Poultry Tribune	up	15%**
7.	Prairie Farmer	up	15%*
8.	Pennsylvania Farmer	up	14%
9.	Dakota Farmer	up	12%
10.	Wisconsin Agriculturist	up	12%
11.	Hoard's Dairyman	up	10%
12.	Rural New Yorker	up	10%*
13.	Nebraska Farmer	up	9%
14.	Wallace's Farmer	up	8%
15.	The Farmer	up	7%
16.	Successful Farming	up	7%
17.	Southern Planter	up	6%
18.	American Agriculturist	up	4%*
19.	Kansas Farmer	up	4%
20.	Farm Journal	up	3%***
21.	Montana Farmer-Stockman	up	2%
22.	Utah Farmer	up	2%
23.	Idaho Farmer	down	2%
24.	Missouri Ruralist	down	3%
25.	Kentucky Farmer	down	4%
26.	Farm & Ranch	down	5%*
27.	Oregon Farmer	down	5%
28.	American Fruit Grower	down	6%
29.	Progressive Farmer	down	6%**
30.	Washington Farmer	down	8%
31.	Arizona Farmer-Ranchman	down	11%
32.	New England Homestead	down	11%
33.	California Farmer	down	12%*
34.	Better Farming Methods	down	20%
35.	Capper's Farmer	down	25%
36.	Western Farm Life	down	32%
37.	American Poultry Journal	down	35%**

* Average of two editions ** Average of five editions
*** Average of four editions

SOURCE: Farm Publication Reports, Inc.



436,476 Total Paid Subscribers

The Farmer-Stockman
Edited Separately for Texas
The Farmer-Stockman
Edited Separately for Oklahoma

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

COLUMBUS' BALANCED ECONOMY IS IMPORTANT TO YOU

Columbus' industrial output tops 1.3 billion annually and is the product of hundreds of plants. Yet, less than 30% of her people are engaged in industry . . . the balance are in education, government, transportation and other "services". This means a solid, sound, buying economy . . . a healthy, potent ready market for you. You reach it all in The Columbus Dispatch that's read in four out of five homes daily, nine out of ten Sunday.

Attractive Optional Combination Rate With Morning Ohio State Journal Available

Representative: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
McAskill, Herman & Daley, Inc., Miami Beach

Columbus has the buying power . . .
The Dispatch has the selling power.

The Columbus Dispatch

Brew It a Little Stronger, Please: Coffee Bureau

NEW YORK, Aug. 4—The Pan-American Coffee Bureau has its problems.

A promotional arm of the coffee-producing countries of Latin America, the bureau currently operates on a $1,500,000 annual budget, based on 10¢-per-bag contributions by members.

The Latin American coffee producers recently got together and agreed to raise a $4,000,000 war chest to promote increased coffee drinking in the U.S.

This kitty was to be amassed by the sale of special coffee shipments earmarked for promotional purposes. Brazil, as the biggest producer, is down for about half of the total.

The first shipment of this "promotion coffee"—1,000 bags from Colombia—was in New York this week and the Pan-American Coffee Bureau hailed the event last week with a special luncheon aboard the Colombian ship which carried the cargo.

■ The shipment was valued at $60,000. This is a long way from the $4,000,000 goal and the bureau was unable to say when the balance will be available. Part of Brazil's big contribution was reported to be afloat now but the entire plan appears to be clouded over by political and dollar-shortage difficulties.

While representatives of the 15 coffee-producing nations in Latin America approved the plans for a $4,000,000 campaign, only four of the countries have formally ratified the agreement. These four—Brazil, Colombia, Mexico and El Salvador—happen to account for the great bulk of coffee imports, but this apparently is no guarantee that the special campaign will get off the ground in the near future.

■ Although the campaign is in doubt, the theme has already been set: Brew a stronger cup of coffee. J. R. S. Hafers, president of the Pan-American Coffee Bureau, pointed out last week that while U.S. coffee consumption has increased during the past ten years from 290,000,000 to 390,000,000 cups a day, "many persons are brewing a weaker coffee." He said that in 1949 an average of 46 cups was brewed from a pound of roasted coffee, while today 64 cups are extracted from a pound.

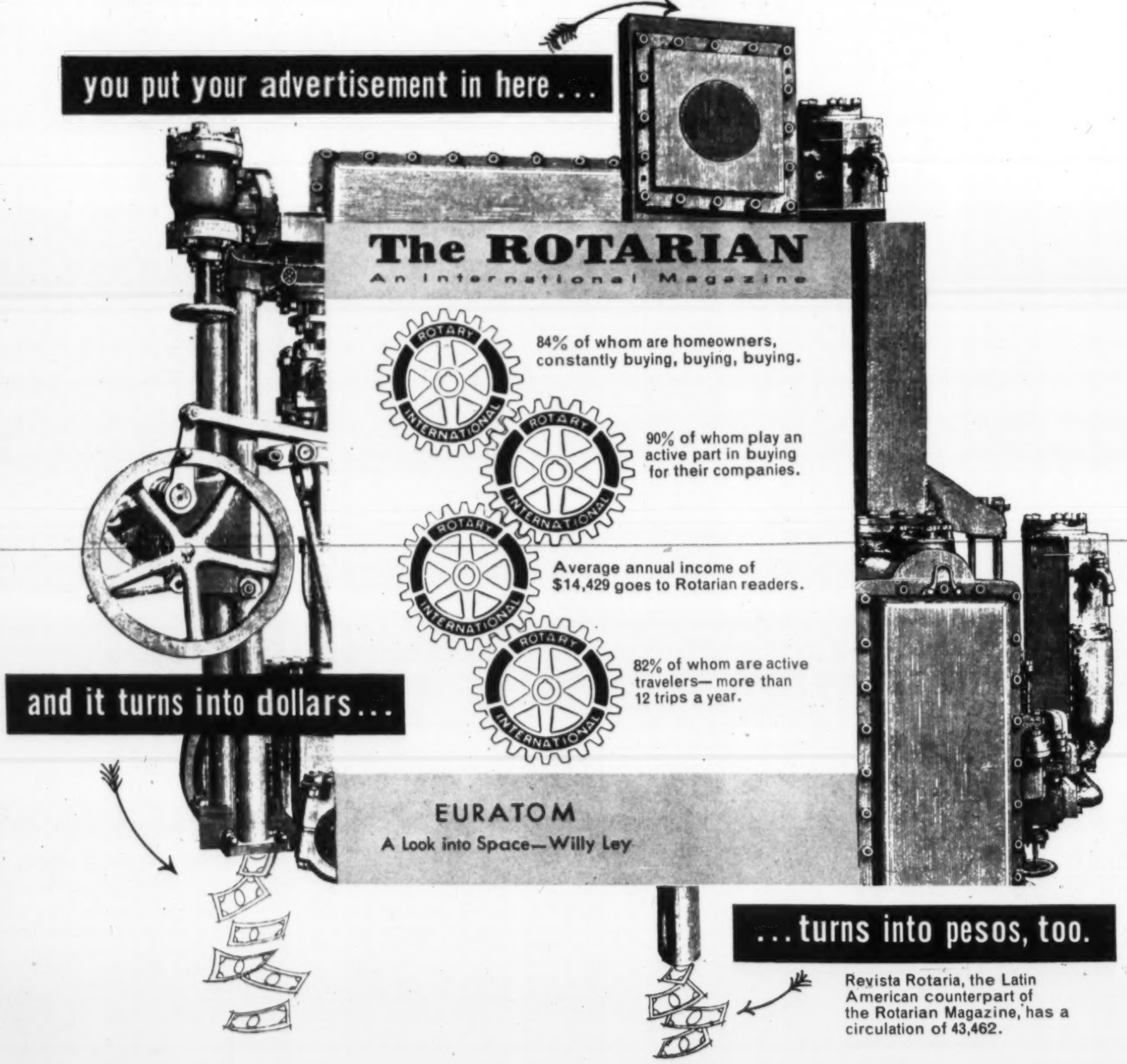
"We believe that through advertising and promotion we can educate the housewife to go back to making coffee the way she did ten years ago," Mr. Hafers, a Brazilian, added. "She will have a better beverage to serve her family and all of us will have a greater market for our product."

■ John F. McKiernan, president of the National Coffee Assn. of the U.S., was on hand to welcome the Colombian shipment. He noted that the U.S. coffee trade now spends in excess of $75,000,000 a year to promote coffee.

The "crash campaign"—when and if it gets under way—will be handled by Batten, Barton, Durstine & Osborn, recent successor to Fuller & Smith & Ross. A coffee bureau official told ADVERTISING AGE last week that the account was moved to BBDO to get extra merchandising services. #

Stratolounger Gets TV Push

Futorian-Stratford Furniture Co., Chicago, will run a heavy schedule of spot tv in the Dallas-Fort Worth market for two and a half weeks early in October to promote its Stratolounger reclining chair. The plan calls for 70 one-minute spots during that time on WFAA-TV and WRLD-TV. Window streamers and ad mats for the dealers will be tied in with the push. The company says the venture is a test of spot tv's capacity to boost local sales. Garfield-Linn & Co. is the agency.



AMAZING MONEY MAKING MACHINE

you put your advertisement in here . . .

84% of whom are homeowners, constantly buying, buying, buying.

90% of whom play an active part in buying for their companies.

Average annual income of $14,429 goes to Rotarian readers.

82% of whom are active travelers— more than 12 trips a year.

and it turns into dollars . . .

. . . turns into pesos, too.

Revista Rotaria, the Latin American counterpart of the Rotarian Magazine, has a circulation of 43,462.

The Rotarian Magazine delivers this wealthy, influential audience of 357,390 subscribers to you for the low, low cost of $3.69 a thousand.

We'll be happy to send you a complete story of The Rotarian Reader, done for us by Market Facts, Inc. Send for the study of Revista Rotaria, too. Write to:

The Rotarian Revista Rotaria
1600 Ridge Avenue, Evanston, Illinois

ART DIRECTION IS GOOD!

Subscribers who first learned about ART DIRECTION from these ads in Advertising Age tell us it's true. ART DIRECTION is the magazine of creative advertising . . . a real art/copy source . . . terrific for ADs, AMs, art pros, AEs, SPMs, PR, copywriters. Subscribe for only $4 for 12 issues, $7 for 24. New rates 9/1/59.

Subscribe ART DIRECTION

AA6, 19 W. 44th Street, New York 36, N. Y.

McGraw-Hill's File-Full-Of-Facts

19 Marketing Aids Currently Available to Advertisers and Agencies

The American Economy—What are prospects for the nation's economic future in 1965 . . . and 1975? The McGraw-Hill Economics Department takes a searching look at what's ahead. Charts and market data cover gross national product, population, science and research, sales, and labor costs, as well as metals and minerals, fuel and power, chemicals, construction, housing and other major industries.

Business Plans for New Plant and Equipment, 1959-1962—This 12th annual survey by the McGraw-Hill Department of Economics shows industry plans to invest $34.2 billion in plants and equipment in 1959, a 7% increase over 1958. Other included data points out why this is not a temporary upswing.

A Brief Guide to More Effective Advertising—Here are basic findings on how to get better results from your industrial advertising. Compiled from surveys by McGraw-Hill's Research Department, this booklet shows the effects of color, bleed, size, various types of headlines and illustrations, repetition, etc., on advertising readership.

Concentration . . . Key to Effective Advertising—This booklet shows how a carefully planned advertising schedule can provide maximum coverage at minimum cost.

The Value of Continuity in Business Publication Advertising—Surveys by McGraw-Hill's Research Department show how continuity in business publication advertising can build increased readership for ads, increase recognition and sales.

It Pays to Repeat Good Advertisements in Business Publications—How many readers does a repeat advertisement attract? How long should you wait before repeating? Here are research answers to basic questions on the value of repetition.

Listed on this page are nineteen recent booklets, folders and films available through your McGraw-Hill representative. They represent only a small part of the helpful market data we make available regularly to advertisers and their agencies—result of an annual investment on our part of over $800,000 in research and market studies.

Reader Habits of Business Publication Subscribers—This booklet analyzes how business publications are read. How much time readers spend with their magazines, how many times they refer to them, and the effect of editorial quality on advertising readership are but some of the topics covered.

101 Jobs Your Business Publication Advertising Can Do—Here's a helpful check list that serves as a useful reference and background when planning campaigns for business publications.

How Industrial Salesmen Spend Their Time—Compiled from reports by 664 salesmen selling directly to industry, this booklet shows the length of the average salesman's day; number of customers he calls on; number of companies; other revealing data.

The Industrial Salesman . . . He Moves Goods—A quick, word-picture story telling how business publication advertising works hand-in-hand with the industrial salesman and helps him up the steps to a sale.

Selling Your Advertising Budget to Management—This booklet provides a number of basic arguments the advertising manager may use in answering specific questions about his program.

Tell Us About Your New Products—This new folder has been written specifically for the advertiser who's interested in having his new products publicized. It covers the do's and don'ts of how to assist business publication editors in using the material you furnish.

How Technical Publications Help Small Business—A reprint of a speech given by PRODUCT ENGINEERING Editor Elmer Tangerman, telling how small companies derive special benefits from business and technical publications.

Check List for Statistical Information—McGraw-Hill's Department of Economics has compiled this booklet as a reference source for locating business, industrial and government statistical information; where they can be found and who publishes them.

The McGraw-Hill Directory: Services, Marketing and Advertising Aids, Publications—This is a complete directory of all the information and marketing aids available to advertisers and agencies from McGraw-Hill. Fully indexed by subject. 72 pages.

FILMS AND FILM STRIPS

More Time for Selling—This 16mm, full-color motion picture provides management and salesmen a clear cut picture of advertising's function and its important contribution toward increasing the effectiveness of personal selling. Time: 14 minutes.

Selling to Industry—This color sound slide film takes a fresh look at industrial selling problems, and cites case histories to show successful advertising at work. Time: 10 minutes.

Information Plus—A color sound slide film to show how McGraw-Hill can help advertisers and agencies solve marketing and selling problems. It summarizes a few of the many aids such as sales and market data, research surveys, economic reports and printed material available from McGraw-Hill sales representatives. Time: 9 minutes.

Research—At Your Service—The story of research at McGraw-Hill is told in this color sound slide film. It shows the important part research plays in all the facets of business-paper publishing and advertising effectiveness. Time: 11½ minutes.

McGraw-Hill Publishing Company, Inc.

For copies of this material, or for information on other marketing and advertising problems, please contact your McGraw-Hill representative.

Atlanta 3, Ga.
Rhodes-Haverty Building
JAckson 3-6951

Boston 16, Mass.
Park Square Building
HUbbard 2-7160

Chicago 11, Ill.
McGraw-Hill Building
MOhawk 4-5800

Cleveland 13, Ohio
1164 Illuminating Building
SUperior 1-7000

Dallas 1, Texas
The Vaughn Building
RIverside 7-5117

Denver 2, Colo.
Mile High Center
ALpine 5-2981

Detroit 26, Michigan
Penobscot Building
WOodward 2-1793

Houston 25, Texas
Prudential Building
JAckson 6-1281

Los Angeles 17, Calif.
1125 West 6th Street
HUntley 2-5450

New York 36, N. Y.
500 Fifth Avenue
OXford 5-5959

Philadelphia 3, Pa.
Six Penn Center Plaza
LOcust 8-4330

Pittsburgh, Pa.
H. W. Oliver Building
EXpress 1-1314

San Francisco 4, Calif.
68 Post Street
DOuglas 2-4600

St. Louis 8, Mo.
Continental Building
JEfferson 5-4867

The **CHARLESTON** Market Is *West Virginia's No.1 Market*

PAYROLL PUNCH IN CHARLESTON—Union Carbide Chemicals Co. (Blaine's Island unit shown) has almost 9,000 employees. Under an employee savings plan there was a biennial pay-off recently. Amounting to $10,313,594 a green tide of extra dollars surged through the area. This is an example of the progressiveness of Charleston's tremendous and fast-growing chemical industry.

The Charleston Gazette Charleston Daily Mail Sunday Gazette-Mail

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC.

Abrams to Appeal for Stock

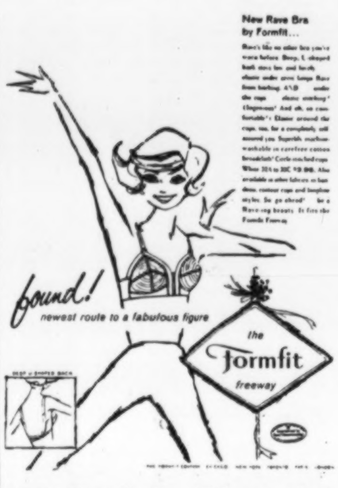
George Abrams, former advertising vp of Revlon Inc. has decided to appeal the recent New York supreme court decision which denied him the right to purchase 800 shares of Revlon stock at $22.80 a share, which he claimed was due him under a stock option plan (AA, July 20). Mr. Abrams is now president of the Hudnut-DuBarry division of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J.

Carter Joins Zenith

Patrick Carter, formerly with Perrin-Paus Co., Chicago, has joined Zenith Radio Corp., Chicago, as dealer advertising manager for hearing aids.

LaRue, Cleveland Adds One

Business News Publishing Co., Detroit, has named LaRue, Cleveland, Detroit, agency for *Air Conditioning, Heating & Refrigeration News* and *Air Engineering*.


New Rave Bra by Formfit...
found!
newest route to a fabulous figure
the Formfit freeway

MOST—*Formfit Co., Chicago, plans the most extensive drive of its history for this fall. Ads will appear in 13 magazines and in newspaper supplements. Tatham-Laird is the agency.*

NAB's 'In Focus' Shows Impact of TV on Typical City

WASHINGTON, Aug. 4—"In Focus," a half-hour film depicting the impact of television on a typical American city, has been produced for nationwide distribution to tv members of the National Assn. of Broadcasters.

Much of the picture was filmed on location in Binghamton, N. Y., and was produced for NAB by United Press-Movietone. The film also contains excerpts from outstanding tv programs.

Personalities in the film include Prime Minister Nehru, Richard Carlson, Dr. Frank Baxter, Edward R. Murrow, Eric Sevareid, Aldous Huxley, Thomas E. Dewey, Chester Bowles, Judith Evelyn, Walter Cronkite and Chet Huntley. It may be purchased for $55 plus shipping costs, or rented for 10 days for $17.50 plus shipping costs. #

Naegele Unit, McKay Merge

Naegele Outdoor Advertising Company of Nebraska, Lincoln, has consolidated with G. A. McKay Advertising Co., also of Lincoln. The new company will operate under the Naegele Outdoor Advertising Co. of Nebraska name. G. A. McKay is board chairman; his son, Don F. McKay is president. Both have been elected to the company's board, along with Robert O. Naegele, Jack Lahiff and Chares B. Burkhart, president of the parent, Naegele Advertising Companies Inc.

Medical Assn. Names Murphy

John L. Murphy has been named advertising manager of the business division of the American Medical Assn., Chicago, in charge of advertising sales for all AMA publications. Mr. Murphy, formerly eastern regional sales supervisor, succeeds Robert J. Lyon, who resigned to join Ted Bates & Co., New York, as an account supervisor (AA, July 6).

National Catholic Family Magazine

Read by ALL the
family—and in
LARGER families.

OCTOBER ISSUE CLOSING AUG. 20

Orders and Sample Copy request to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

St. Anthony MESSENGER

BETTER MEALS *Build Better Families*

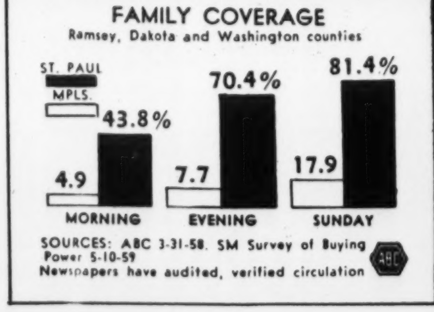
... and trigger BIGGER SALES in the GIANT ST. PAUL MARKET of 529,600 HEARTY EATERS!

"Better Meals Build Better Families" . . . the all-out, all-newspaper promotion that's building up a head of steam from coast to coast . . . is really rolling in the big St. Paul Market!

From the corner grocer to the super-est super market, St. Paul's food retailers are laying their mid-September plans to combine the business-boosting power of newspaper advertising with the impact of point-of-sale material to focus the housewives' attention on the need for healthy back-to-school menus, and upon the very important part better meals can play in building a sound family structure.

And the St. Paul Dispatch-Pioneer Press is pulling all the stops . . . with full-color photos, staunch editorial support and imaginative promotional advertising to whet appetites by the thousands in this 157 MILLION DOLLAR FOOD MARKET.

If you want YOUR labels on the tables of the 529,600 hearty eaters in the St. Paul Market, get 'em hankering via the pages of the one and only newspaper that can do the job. Virtually untouched by any outside newspaper, the St. Paul Market is saturated by the St. Paul Dispatch-Pioneer Press.



SOURCES: ABC 3-31-58. SM Survey of Buying Power 5-10-59
Newspapers have audited, verified circulation

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco
St. Paul—Minneapolis

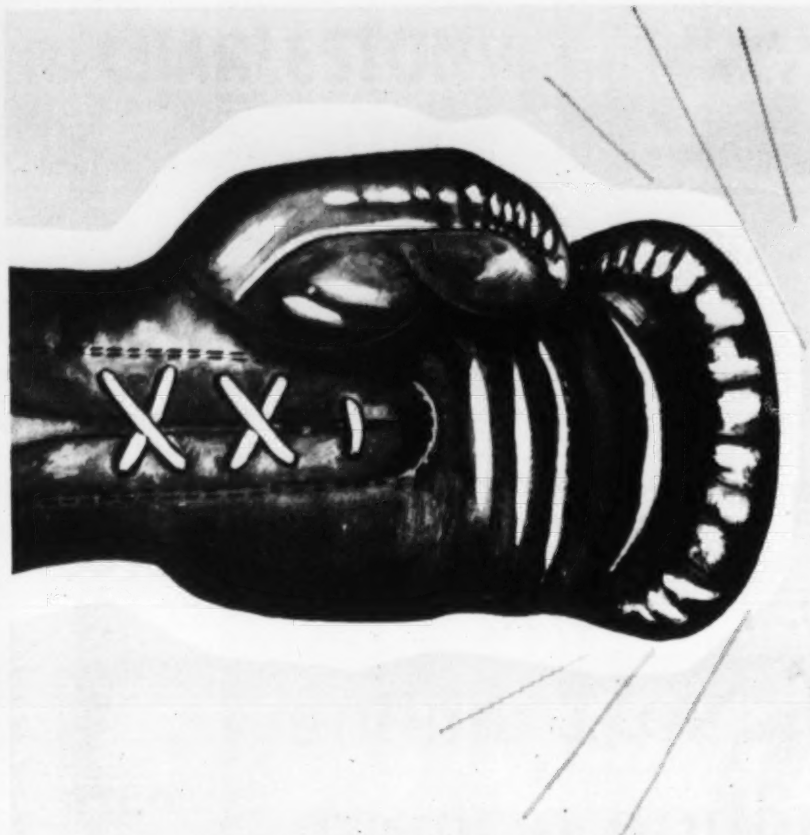
Whether you rely on the power of black-and-white or the impact of blazing colo . . St. Paul belongs on your "A" schedule!

Newsweek is No. 1 in the newsweekly field; No. 2 among magazines of a million or more circulation; No. 4 among all magazines in total ad pages for the first six months of 1959. Ask your agency.

Newsweek

P.I.B.

The different newsweekly
for communicative people



A HARD-HITTING, CONSISTENT WINNER

ALREADY OVER ONE MILLION CLASSIFIED ADS THIS YEAR!

FEW NEWSPAPERS IN THE COUNTRY---AND NONE IN TEXAS CAN MATCH THIS RECORD

Here's What Result-Producing CHRONICLE CLASSIFIED SUCCESS Means for Your Advertising

The best measure of a newspaper's pulling power is the number of classified ads it publishes! When the public gets classified results from a newspaper, it remains loyal to that newspaper. And in Houston, the public reads and has confidence in the Houston Chronicle!

OVER A MILLION CLASSIFIED ADS SO FAR THIS YEAR---

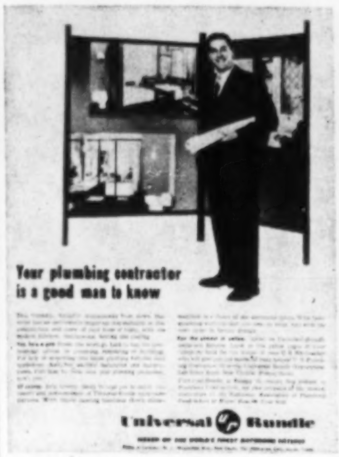
FAR MORE THAN BOTH OTHER HOUSTON NEWSPAPERS COMBINED!

PLACE YOUR ADVERTISING IN THE CHRONICLE—IT GETS RESULTS!

THE HOUSTON CHRONICLE

READ BY MORE HOUSTONIANS THAN ANY OTHER NEWSPAPER

THE BRANHAM COMPANY—National Representatives



Your plumbing contractor is a good man to know

Universal Rundle

AWARD—*Universal-Rundle's drive in Time has won an award from the National Assn. of Plumbing Contractors, the first such award by the group in its 77-year history, for its contribution to the industry. This is one of the ads. Geyer, Morey, Madden & Ballard, Dayton, is the agency.*

Two Publishers Owe $3,720,143 in Taxes, Bay State Judge Rules

SPRINGFIELD, MASS., Aug. 4—Settlement of the tax cases which involved government claims of $15,800,000 against Republican Publishing Co., Springfield Union Publishing Co., the Springfield Republican-Daily News Employes Beneficial Fund and the Springfield Union Employes Beneficial Fund has been announced by the U.S. tax court.

Pursuant to written stipulations signed by counsel for each of the Springfield parties and counsel for the commissioner of internal revenue, Judge Clarence V. Opper has ordered and decided:

- That there are no deficiencies in income tax due from the Springfield Republican-Daily News Employes Beneficial Fund and the Springfield Union Employes Beneficial Fund for the calendar years 1943 to 1955, inclusive.
- That there are tax deficiencies and additions to taxes totaling $3,720,143 due from Republican Publishing Co. and the Springfield Union Publishing Co. for the calendar years 1943 to 1955 inclusive.

The petitions of the two newspaper publishing companies and their pension trusts asking for a redetermination of the proposed assessments by the Internal Revenue Service totaling $15,800,000, plus interest, were filed with the tax court on Feb. 17, 1958. #

'Four Just Men' Sold to CBC, Three Regional Buyers

Independent Television Corp., New York, tv film producer and distributor, has sold "Four Just Men" to three regional buyers in the U.S. and to the Canadian Broadcasting Corp. during the first 10 days of selling. CBC has scheduled the show for its 40-station line-up, beginning in October.

F.&M. Schaefer Brewing Co. (BBDO) bought the series for nine markets in the Northeast; Drewrys Ltd. (McFarland, Aveyard & Co.), for 15 markets in the Midwest and Standard Oil Co. of Texas (White & Shuford Advertising), for 11 markets in Texas and New Mexico. "Four Just Men," filmed in Europe, stars Dan Dailey, Jack Hawkins, Richard Conte and Vittorio De Sica.

Leathercraft Names Gordon

Leathercraft Inc., Chicago, manufacturer of business cases, has named the Phil Gordon Agency, Chicago, to handle all advertising.

Bob...

You probably know Bob Ruark as the hard-hitting internationally syndicated newspaper columnist, or as author of the tremendous best-seller SOMETHING OF VALUE. Bob is also well known to sportsmen as one of the sixteen farflung editors of Field & Stream. Bob has been contributing to Field & Stream for eight years. He ranges the entire world on assignments and covers the home front in a monthly feature, "The Old Man and the Boy," one of the most popular features in the magazine.

Bob Ruark typifies the kind of editorial caliber that has kept Field & Stream supreme in the sportsmen's field for over six decades. As a consequence of this supremacy, for 48 consecutive years advertisers have used more space in it than in any other sportsmen's magazine.

Advertisers demanding audience selectivity and quality of readership are drawn to Field & Stream because it reaches the vital core of an immense market—over a million top sportsmen. For value received and results achieved, it's an advertiser's plum. Our editors are his best salesmen, exercising the influence and stimulating the enthusiasm that result in a greater flow of the sportsman's dollar.

Why not put them to work for *you?*

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine

KLZ of Denver...Salutes...
A Radio-Active Business Executive

Mr. C. T. Council who was elected first president of the B. C. Remedy Company at its founding in 1910 and continues to be its chief executive. Under his guidance this Durham, N. C. company has grown from a two man operation to an organization that sells an average of one and one half million packages of "BC" Headache tablets and powders per week.

KLZ Radio has been the EXCLUSIVE broadcast medium for "BC" in the Denver area for over 15 years. Currently, "BC" sponsors five quarter hours per week of two of KLZ's top PERSONALITY programs — ART GOW's live music request show and STARR YELLAND's "Party Line" beep-phone adult conversation feature. How about YOUR product? KLZ Radio can sell it, too.

MR. C. T. COUNCIL
Pres. B. C. Remedy Co.
Durham, N. C.

KLZ radio
560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

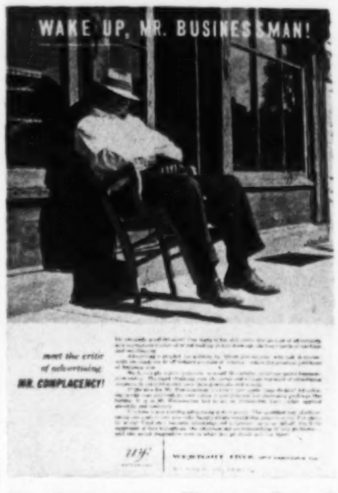
Waterbury Superior Court Rules Against Newsdealers

In a stipulation arrived at in Waterbury Superior Court, Waterbury, Conn., members of the Lower Fairfield County Retail Newsdealers Assn. consented, pending negotiations, to discontinue selling the *Sunday Herald*, Bridgeport, Conn., state-wide weekly tabloid, at a price exceeding the publisher's.

The Sunday Herald Corp. and Standard News Co, Stamford, instituted court action after the association, representing 150 dealers, announced the copies would be sold at 25¢ each, 6¢ above the publisher's retail price

Epstein, Doney Join Block

Donald M. Epstein and Edward J. Doney Jr. have joined Frank Block Associates, St. Louis, as account executives. Mr. Epstein was previously a sales representative for Reliance Mfg. Co. and Mr. Doney was formerly on the copy-contact staff of Gardner Advertising Co.


WAKE UP, MR. BUSINESSMAN!
meet the critic of advertising MR. COMPLACENCY!

MR. COMPLACENCY—*Westcott-Frye & Associates, Denver, is seeking to promote advertising in general with local newspaper ads such as this, which pictures the complacent business man who doesn't understand how advertising can help him.*

Denver Agency Tells Business Men About Use of Agency, Ads

DENVER, Aug. 4—Westcott-Frye & Associates has started an advertising campaign to acquaint Denver area business men with the merits of advertising and agencies.

The first in a series of ads—a four-column b&w ad in the *Denver Post* earlier this month—is headlined: "Wake up, Mr. Business Man!"

Copy relates how "Mr. Complacency," a critic of advertising, feels that advertising abounds with "'fifteen-percenters' who talk in circles, walk on clouds and fly off behind a curtain of 'artistry' when the practical problems of business arise.

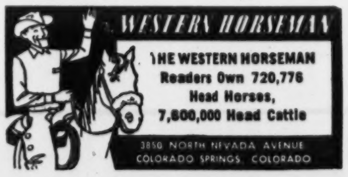
"The sound-thinking man who knows and values the work of advertising respects its capabilities and uses them generously and wisely," the ad continues. "Advertising is the most profound, potent means at your disposal for increasing profits in the future."

■ The agency does not promote itself directly in the ad, but notes, "The qualified men of advertising are ready to help you take healthy strides toward the years to come." #

Nestle-Lemur's Smith, Miller & Patch Names Gotthelf

Smith, Miller & Patch, a new pharmaceutical company organized by Nestle-Lemur Co., has appointed Ted Gotthelf Associates, New York, to handle its advertising. Smith, Miller & Patch is the successor to three drug houses acquired by Nestle-Lemur last year: Carroll Dunham Pharmacal Co., New Brunswick, N. J.; E. S. Miller Laboratories, Los Angeles, and E. L. Patch Co., Boston.

Smith, Miller & Patch—a subsidiary of Nestle-Lemur—will be headquartered in New York and will promote a line of more than 100 products, among them vitamins, dermatologicals and hormones. Gotthelf promises "an extensive advertising program employing the newest techniques in pharmaceutical direct mail and journal promotion." Carroll Dunham Smith is president of Smith, Miller & Patch.



WESTERN HORSEMAN

THE WESTERN HORSEMAN
Readers Own 720,776
Head Horses,
7,800,000 Head Cattle

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

A remarkably accurate marketing tool

A *continuing, day-by-day* record of who buys your product—or your competitor's product—where, how and when!

OVER 5000 HOUSEWIVES — who constitute the J. Walter Thompson Company Consumer Panel—report their families' day-to-day purchases—*actually write them down as they are made*—in over 30 product categories.

Each housewife sends her day-by-day record to us at the end of each month.

We learn: *What brand she bought—yours or your competitor's.* Price. Amounts. Where. When. When she started buying this brand. *From what brand she switched.*

In today's highly competitive marketing it is obvious that the more you know about the people who buy, *or do not buy*, your product—the more effective your marketing can become.

The Panel is a continuing, day-by-day picture of how the American people are actually buying by *region*, market size, age, *education*, *income*, race.

So sensitive and flexible is the Panel that it can be applied to a wide variety of marketing problems. It has been refined over a period of 19 years to the point where we believe it is the most accurate marketing tool of its kind ever developed. Yet a *year's* service costs our clients less than a one-time survey of comparable scope.

If you would like to know more about how the J. Walter Thompson Consumer Panel can help you achieve your marketing objectives, we shall be happy to discuss it with you.

J. WALTER THOMPSON COMPANY

New York · Chicago · Detroit · San Francisco · Los Angeles · Hollywood · Washington, D. C. · Miami

JOURNAL
Renault

Robert E. Valode, Vice President and General Manager of Renault, Inc., believes an auto advertiser should "Démarcher la clientèle féminine."

Here's a Frenchman who says:

"Nearly 6,000,000 American women can't be wrong!"

To spearhead their bright and vivid advertising campaign to women, Renault Dauphine chose the No. 1 women's magazine, Ladies' Home Journal—bought every month by nearly 6,000,000 women. Renault's first ad shone like a Roman candle in the July issue.

Why the Journal? Renault Vice President, Robert E. Valode, says: "It isn't just that women hold the family purse strings, and have a lot to say when it comes to choosing a car. We believe that if a woman is approached when she's in the right mood, in surroundings all her own, reading her favorite magazine, she responds that much more quickly, actively, and positively to advertising."

Ladies' Home Journal calls this Journalpower. With advertisers like Renault, it's evidently "le power hot!" *Proof:* Advertisers invest more money in Ladies' Home Journal than in any other magazine in the field.

Never underestimate the power
of the No. 1 magazine for women . . . Ladies' Home JOURNAL

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

Westinghouse Tosses Hat into Convention Radio and TV Ring

PITTSBURGH, Aug. 6—Kennedy, Rockefeller, Nixon and Symington may be a bit coy about their presidential plans at this advance date—but not so Westinghouse.

Westinghouse Electric Corp., the first company ever to sign for sponsorship of the country's top political newsmaking events, will be back for another go-round in 1960.

The manufacturer will sponsor radio and tv coverage of both major party conventions and election night returns on CBS. In between it will present nine half-hour weekly reports on the progress of the campaigns and on the principal issues as they develop.

The world's most colossal political show gets under way with the opening of the Democratic convention July 11 in Los Angeles. On July 25 the scene shifts to Chicago, where the Republicans will pick their nominees for President and Vice-President. In convention sponsorship, this represents a third term for Westinghouse. The company carried similar CBS campaigns in 1952 and 1956.

■ Like everything else, the cost of convention-election sponsorship is going up. In 1956 this political package cost about $5,000,000; the 1960 price tag will be at least $1,000,000 higher.

Nobody knows yet who the Republican and Democratic standard bearers will be, but Westinghouse colors will be carried part of the time by veteran spokeswoman Betty Furness, whose contract has been renewed despite the usual flurry of rumors to the contrary.

Ketchum, MacLeod & Grove is the agency of record for this buy. Two other Westinghouse agencies, McCann-Erickson and Grey Advertising, will share responsibility for commercials. #

Emerson Launches '60 Drive

Emerson Radio & Phonograph Corp. has set a newspaper and outdoor campaign for its 1960 line of radios, television and stereo hi-fi units. The company has scheduled big space r.o.p. newspaper ads in 100 key distributor markets, plus 24-sheet outdoor posters in national markets. Friend-Reiss Advertising, New York, is the agency.

EVERYONE WATCHES
WREX-TV
IN
ROCKFORD
ILL.

METROPOLITAN ROCKFORD ARB—
FEBRUARY 9 - MARCH 8, 1959
DEMONSTRATES AGAIN WREX-TV'S
COMMANDING AUDIENCE LEADERSHIP

23 OF TOP 25 PROGRAMS
ALL ON
WREX-TV

STATION SHARE OF SETS IN USE

	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	59.9	39.6

WREX-TV
CHANNEL 13 ROCKFORD

Florida Radio Group Formed

Fifteen Florida radio stations have combined to offer spot radio package plans to advertisers. Four sectional network groups are available from Florida Spot Radio Group—East Coast, West Coast, central farm and statewide. Bonus discounts are available. Participating stations are WHOO, Orlando; WMOP, Ocala; WLAK, Lakeland; WLBE, Leesburg-Eustis; WIPC, Lake Wales; WJCM, Sebring; WNOG, Naples; WILZ, St. Petersburg; WIRK, West Palm Beach; WROD, Daytona Beach; WKKO, Cocoa Beach; WTTB, Vero Beach; WWIL, Fort Lauderdale; WBRD, Sarasota-Bradenton, and WINK, Fort Myers.

Aerosol Coffee to Bow

Tasti-Cup, a liquid aerosol instant coffee made by Tasti-Cup Coffee Corp., Brooklyn, will bow in the metropolitan New York area in the early fall. Selling at about $1.19 for an eight-ounce container, it will be advertised with a reported $150,000 campaign through Hartman Advertising, New York. "Delivered fresh to your store by the Sheffield Sealtest milk man" will be emphasized in television spots, newspaper ads and subway platform posters. Tasti-Cup has been on the market since last November and has been sold in specialty stores for $1.29.

WBBM-TV Sets Fashion Show

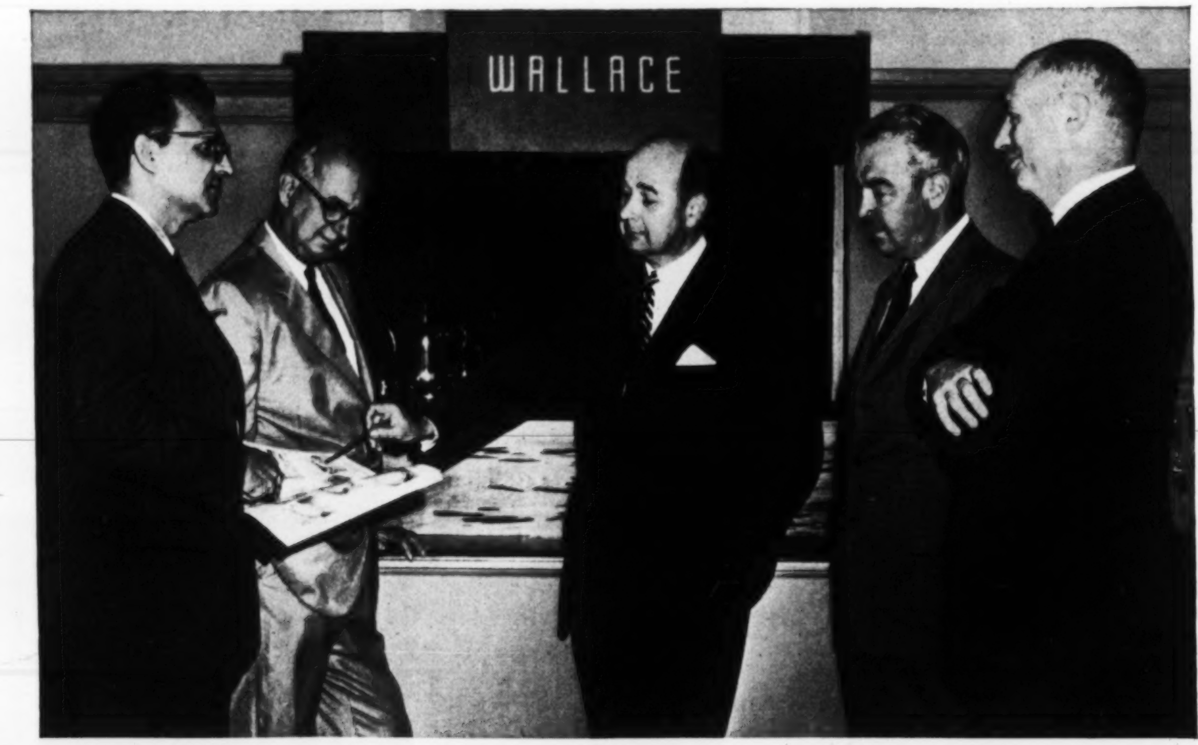
WBBM-TV, Chicago outlet of Columbia Broadcasting System, will produce an hour special covering the Paris fashion openings. A. Stein & Co., Chicago, maker of Perma-Lift foundation garments, will sponsor the showing in Chicago, New York and Los Angeles at a date to be announced later. CBS Television Film Sales will also offer the show in other markets.

The Marketing Team at Wallace Talks to Chilton

"Trade magazines carry the sales and

Wallace Silversmiths has been a guild manufacturer of fine silverware for a century and a quarter. Today the Wallace name appears on a complete line of silver and stainless steel flatware and holloware, plus a recently added line of fireplace furnishings and other related housewares. The highly successful sales program of this progressive and expanding company is the product of its well-organized and active marketing team. We recently talked firsthand with five members of this group: J. H. Asthalter, Vice President—Marketing; John F. Banks, Sales Manager—Retail Division; William S. Hammersley, Sales Manager—Wholesale Division; Henry S. Allen, Jr., Sales Manager—Puritan Fireplace Furnishing Division; and Craig A. Bossi, Advertising and Sales Promotion Manager.

We asked these gentlemen to comment on the role and importance of the trade press in the accomplishments at Wallace. Their replies were both interesting and rewarding. Here are highlights of what was said . . .



Craig A. Bossi • **William S. Hammersley** • **J. H. Asthalter** • **John F. Banks** • **Henry S. Allen, Jr.**

Mr. Asthalter says, "We know from experience that one of the best ways to reach our ever-broadening group of customers and prospective customers—regularly and effectively—is through the medium of the trade press. And as we diversify and expand product lines, it becomes increasingly important to do so. In addition, where salesmen are sometimes unable to penetrate beyond the purchasing level of an organization, trade magazines carry the sales and corporate story right to the top echelons."

Kleiman Adds Two Accounts

Glass Craft Studios, Chicago, and Trophies Inc., Evanston, have named Frederic R. Kleiman Advertising, Chicago, to handle the advertising. Glass Craft had no previous agency; Louis Block Advertising Agency previously handled advertising for Trophies Inc.

William Perry has rejoined Frederick Kleiman as production head. Mr. Perry formerly was with the agency for eight years before opening his own agency.

Coy Buys 'Auto Laundry News'

William H. Coy, president of Coy & Associates, a Detroit agency, has purchased *Auto Laundry News* from Robin C. King, who founded it six years ago in San Gabriel, Cal. The monthly, which will now be published in Detroit, goes to 4,000 automatic car wash operators in the U.S. and Canada. Mr. Coy has named as editor of the publication William J. DeGrace, vp and general manager of Coy & Associates.

Silberman Joins Drugmaster

Drugmaster Inc., St. Louis, producer of proprietary drug products, has named Marvin S. Silberman advertising and sales promotion manager. He formerly was head of advertising and sales promotion of Gasen's retail drug chain in St. Louis.

New Circulation Plans Set for Holt Home Building Books

NEW YORK, Aug. 4—Henry Holt & Co., publisher of *New Homes Guide* and *Home Modernizing Guide*, has established three new circulation outlets, in addition to newsstand sales, to reach more prospects for building materials and home equipment.

Franklin Forsberg, publisher, outlined the three methods:

1. Building material yards buy copies which are used by their contractor customers to counsel and sell families known to be actively in the market for new homes or home modernizing.

2. Yards receive copies in exchange for research reports on consumer buying patterns of interest to the advertising and editorial departments. Contractors, as in the first method, use the magazines with their customers.

3. Copies are placed in institutions which loan money for building and remodeling. #

'National Fur' Buys 'Black Fox'

National Fur News, Denver, has purchased *Black Fox Magazine & Modern Mink Breeder* from Hoffman Publications, New York. Consolidation of the two magazines takes place with the August issue of *National Fur News*. There will be no change in advertising rates.

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corporate story right to the top echelons"

Mr. Banks says, "The trade press is an all-important link between a manufacturing organization and its customers. Once a book has built acceptance, it is in an excellent position to compete for time—a man can't hope to read everything, but he can't fail to read the manual of the industry. The people we deal with rely heavily on their trade magazines for news and information about the industry. Therefore, through our trade advertisements, we are able to get the Wallace story over to those we want to reach, at the right time and under the most favorable conditions."

Mr. Hammersley says, "In our end of the business, we work with a huge dealer organization. It is important that these people know at all times what we at Wallace are doing to help them sell our products, the lines to be featured in national advertising, the patterns, the prices, the display and promotion material available to them. We rely on our trade advertisements to carry this message. We have found this the best and most economical way to get the job done."

Mr. Allen says, "The coverage and effectiveness of trade paper advertising was most convincingly demonstrated when we recently undertook to establish the Puritan line of fireplace furnishings as a Wallace property. We relied upon advertising to help develop new markets and to build a new dealer organization. Results were excellent, and the cost of the undertaking well within reason."

Mr. Bossi says, "A trade publication builds and retains its readership because of its informative and educational value to the individual. It follows, therefore, that our advertising messages, scheduled in a well-established and accepted trade magazine, are enhanced by the prestige of the book itself. And not only does the trade press help us communicate with customers, it helps us reach a group far less accessible—new prospects and key people engaged in other phases of the jewelry industry."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

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Madison Avenue meets the art galleries head-on in a new book . . .

ad-liberties!

"Love is said in so many different ways"

AD-LIBERTIES—matches up famous advertising slogans and famous paintings with hilarious results! Over 50 reproductions and captions.

AD-LIBERTIES—has been published for those who have a job in advertising . . . those who have an interest in the communications industry . . . those who have a sense of humor . . . those who have a dollar bill.

AD-LIBERTIES—is just the thing to placate your host if you're a week-end free-loader . . . ideal for that account man about to undergo abdominal surgery . . . and other occasions which require a cheap gift.

AD-LIBERTIES—comes replete with an honest-to-goodness GIMMICK. A handy loop of cord attached to each book permits you to hang it in the family reading room. Share the fun with your relatives, friends, servants, tradesmen, etc. etc.

ONLY $1.00
. . . less than 2¢ a laugh!

The Publishers of AD-LIBERTIES! will refund your dollar if you do not laugh aloud on first inspection!

Get your copy at the nearest bookstore, newsstand or stationer's . . . or write direct.

WIGGLESWORTH PRESS, *Dept. A*
10 West 33 St., New York 1, N. Y.

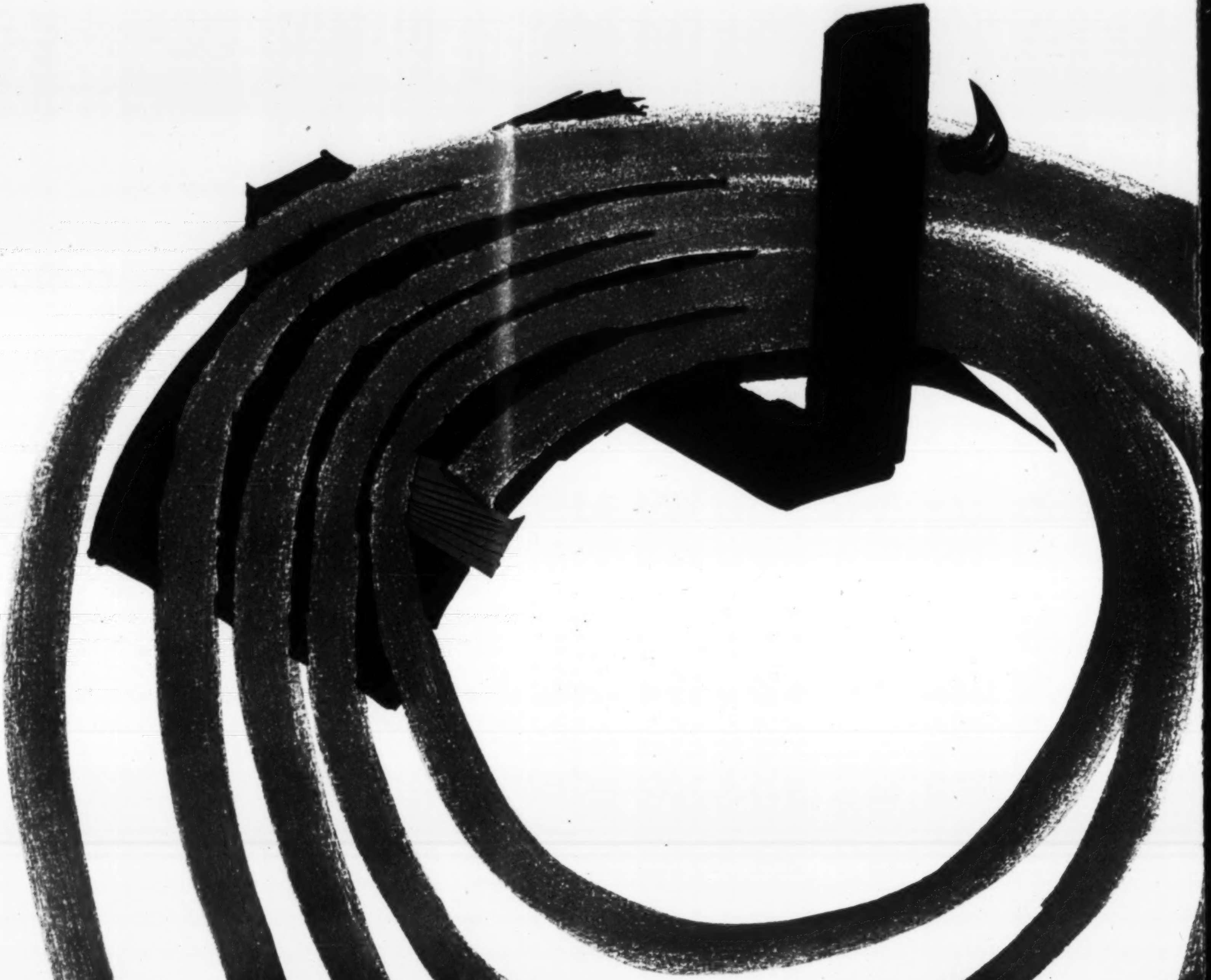
RUSH!__copies of AD-LIBERTIES at $1.00 each from the limited supply in your bulging warehouses. Send___gift envelopes so I can shake up a few intimate friends. I enclose $____.

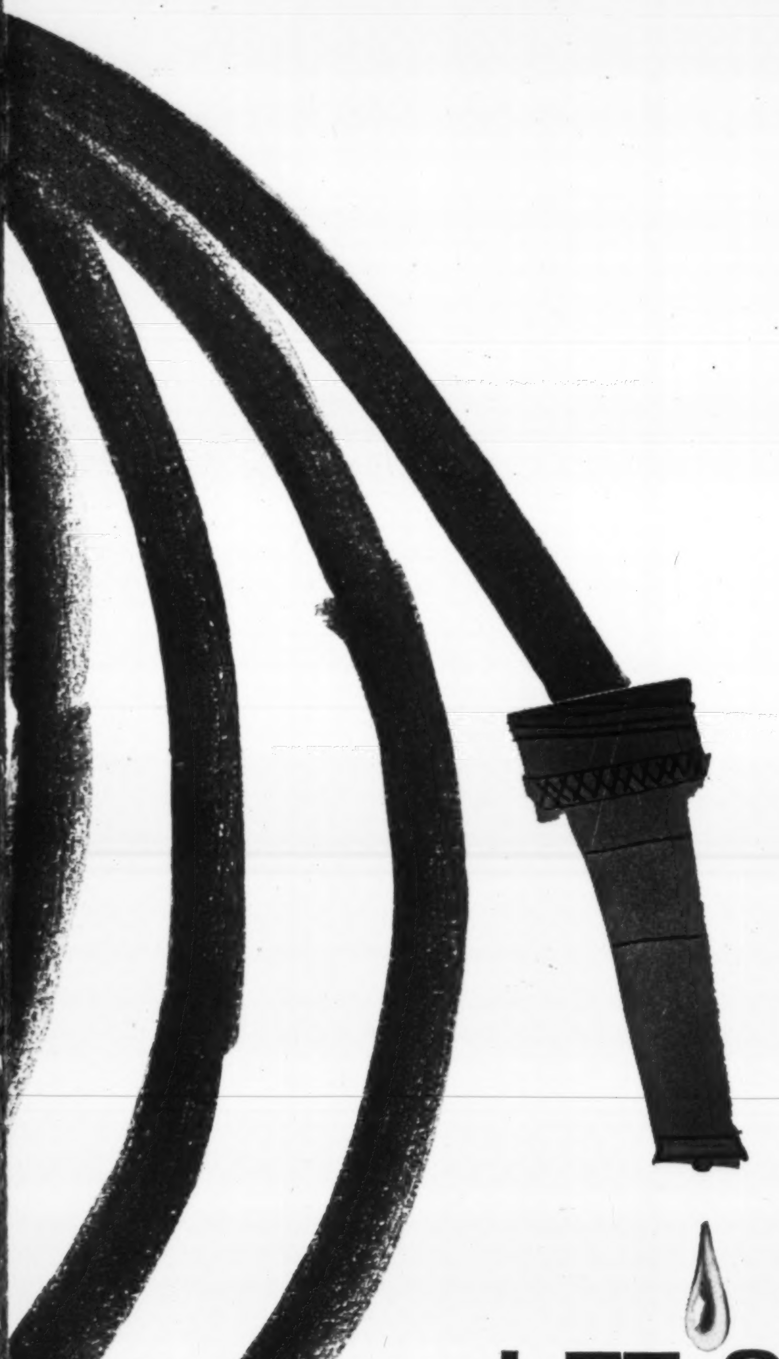
NAME____________________

ADDRESS____________________

CITY________ZONE________STATE________

Wigglesworth Press... foundered in 1959





LET'S COUNT HOSES

AMERICAN
HOME

A CURTIS MAGAZINE READ
BY 3,600,000 FAMILIES

Most magazines count noses. So do we. Every month 12,000,000 noses are buried in The American Home. But when you count American Home families (3,600,000), be sure to count the lawns to tend (3,124,800), and the kitchens to equip (3,600,000), and the living rooms to furnish (3,600,000), and the rooms to keep up (25,200,000), and the cars to garage (5,248,800). Count the 12,000,000 mouths to feed, the 12,000,000 heads to fill with ideas, the 23,999,999 eyes to light up. But the number that really counts is *one.* Every month 12,000,000 people read American Home for *one* reason – to get practical suggestions that can improve their way of living. What a spot to *plant* ideas!

Typography
is our only Product

Here Type Can **B** SERVE YOU

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

'Canadian Business' Offers 1959 Business Directory

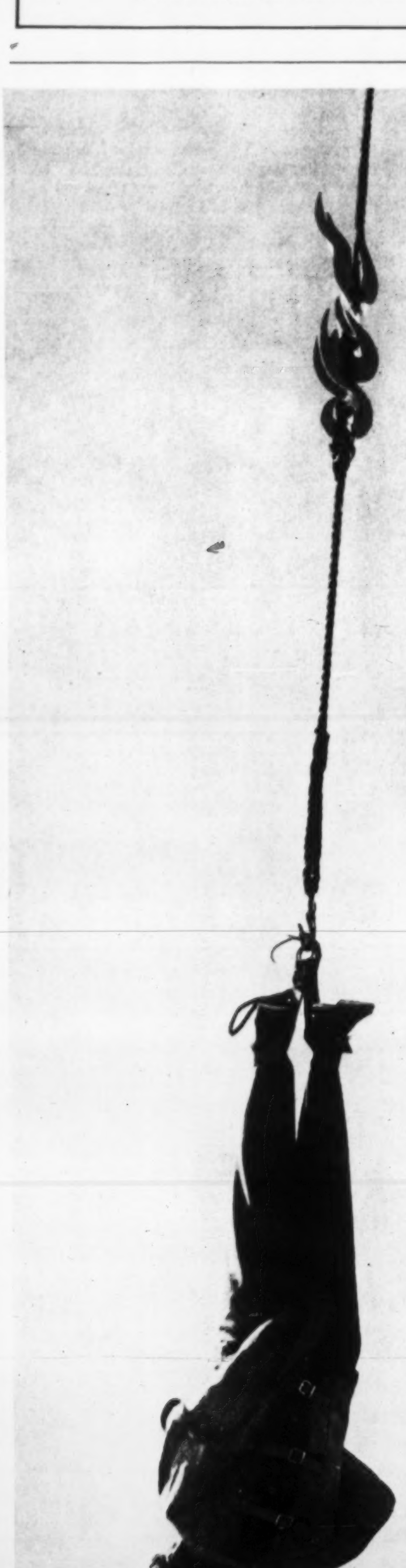
Canadian Business, official publication of the Canadian Chamber of Commerce, Montreal, has available the new "Directory of Business, Trade & Professional Associations in Canada 1959." The 142-page directory lists more than 2,200 associations and societies in Canada and some 1,400 boards of trade, chambers of commerce and junior chambers of commerce. The directory can be obtained at $7 per copy from *Canadian Business,* 300 St. Sacrament St., Montreal.

Townsend Appoints Two

Ray Turpin, formerly manager of Joslin Transit Advertising Co., Kansas City, Mo., and Norman Jack Smith, formerly with Dietz & Associates, Kansas City, have joined R. S. Townsend Inc., Kansas City, as account executives.

Wright to Meldrum & Fewsmith

Ralph Wright, formerly an account executive with Bayless-Kerr Co. and with Griswold-Eshleman Co., both in Cleveland, has joined Meldrum & Fewsmith, Cleveland, as account executive on Durkee foods.



Available for the first time because...

YOU ASKED FOR IT!

WITH SMILING JACK SMITH as host, this famous favorite of TV half-hours—**YOU ASKED FOR IT**—is now available on film for your markets.

With ratings consistently around 20 and better in all services, **YOU ASKED FOR IT** has a family audience ideally balanced between men, women and children... a huge audience of prospective customers.

PRE-TESTED for more than 8 years on 81 network stations, **YOU ASKED FOR IT** has never been without a sponsor. One sponsor reports that, using this program as his only advertising, his business increased 5 times in 4 years.

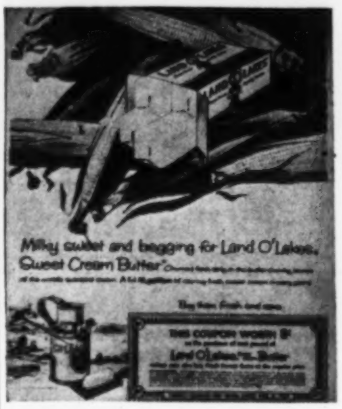
80,000 MAIL COUNT per year every year verifies audience interest ... and interest means potential sales.

104 EPISODES AVAILABLE right now... so investigate **YOU ASKED FOR IT** today.

CROSBY / BROWN
PRODUCTIONS
BING CROSBY, Chairman • KENYON BROWN, President
Telephone or wire collect:
HENRY R. FLYNN, General Manager
1000 North Cahuenga Blvd., Hollywood 38, Calif., HOllywood 2-7311

Check these other shows from CROSBY/BROWN who produce and syndicate non-fiction, true-to-life travel and adventure programs.

Wanderlust
WONDERS of the WORLD
Sundown
Adventure Tomorrow
PEOPLES' COURT OF SMALL CLAIMS


Milky sweet and begging for Land O'Lakes Sweet Cream Butter

BUTTER 'N CORN—*To promote the "butter 'n corn" idea, Land O'Lakes Creameries, Minneapolis, offers a "down payment" on a pound of Land O'Lakes butter via coupons in ads. Ads will run in color in newspapers in 50 markets and in Ladies' Home Journal and The Saturday Evening Post. Campbell-Mithun is the agency.*

Wisconsin Bill Curbs Outdoor Ads on New U.S. Roads

MADISON, WIS., Aug. 4—Wisconsin legislators passed a bill setting up outdoor ad controls on the federal interstate highway system before they recessed.

Another bill regulating billboards on state trunk highways was laid over until the Fall session.

The measure given the legislative okay would ban all but a few signs from along the new interstate highway being built. Its passage was a victory for Gov. Gaylord Nelson.

■ The Senate, when it received the bill, had tacked on amendments exempting (1) rights of way purchased before July 1, 1956, (2) land in incorporated areas or areas zoned as industrial and commercial, and (3) signs visible from the highway but beyond the 660 foot regulated areas.

Gov. Nelson indicated he would veto the version carrying the senate amendments and threatened to seek a statewide advisory referendum on the issue.

When the bill was brought before the Senate again, the Senators backed down on the first two amendments, leaving only the one on signs beyond the 660-foot regulated areas.

A spokesman for the governor indicated that this amendment was of little importance and the governor is expected to sign the bill as finally agreed on by the senate and the assembly. #

CBC Says Seasonal Decline in Production Caused Lay-offs

Seasonal decline in production and broadcast hours was given as the cause for the recent decision by the Canadian Broadcasting Corp. to lay off 157 tv employes, starting Aug. 1.

Nappe-Smith to Josephson

Nappe-Smith Mfg. Co. has appointed Josephson, Cuffari & Co., Montclair, N. J., to handle advertising and sales promotion for its line of Thermo-Keep and Nappy insulated bags and other products. Leber & Katz is the previous agency.

Free to WRITERS
seeking a book publisher
Two fact-filled, illustrated brochures tell how to publish your book, get 40% royalties, national advertising, publicity and promotion. Free editorial appraisal. Write Dept. 1A1
Exposition Press, 386 Park Ave. S., N.Y. 16

An average issue of LOOK is read in 16,850,000 households*

...one out of every three households in America

...more households per advertising dollar than any other magazine in the major weekly field

**Source:* *The 1959 Study of Household Coverage, a new nationwide measurement sponsored by LOOK and conducted by Audits & Surveys, Inc.*

AMERICA'S FAMILY MAGAZINE **LOOK** —the exciting story of people

NONSENSE!

There's nothing better than the work you get when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

FCC Grants KADY Permit for FM Construction

The Federal Communications Commission has granted a construction permit for an fm radio station to KADY, St. Charles, Mo. William R. Cady Jr., station president, said construction would start immediately and he hoped the fm facilities would be in operation in early fall. KADY serves the metropolitan St. Louis area.

Waters Joins Peck-Adams

John P. Waters has joined Peck-Adams Inc., Hartford, as account executive and copy supervisor. Mr. Waters was formerly advertising and sales promotion manager of the lighting and Photolamp divisions of Sylvania Electric Products.

Snyder Joins Leo Burnett

Lewis Snyder has joined Leo Burnett Co., Chicago, as a vp and associate copy director. Mr. Snyder was formerly a vp and copy group head of J. Walter Thompson Co., New York.

KNIGHT PUBLISHING COMPANY announces the appointment of THE KATZ AGENCY, INC. Newspaper Division as NATIONAL ADVERTISING REPRESENTATIVE for THE CHARLOTTE OBSERVER - THE CHARLOTTE NEWS*

effective August 1, 1959

*A new newspaper buy of national importance . . . biggest in the Carolinas — and then some!

Smart, new continental appeal

Shaggy Fleece

Robert Bruce

The important, imported look . . . bulky sweaters by Robert Bruce knitted of the finest American wools and mohair. Men's cardigan and pullover, $12.95. Boy's cardigan, $10.95. Boy's pullover, $7.98. Juniors, $5.98. Matching "Shaggy Fleece" caps and mammoth mufflers in bold stripes. At fine stores everywhere.

ROBERT BRUCE INC. • SWEATERS FOR MEN, BOYS AND JUNIORS • PHILA. 33, PENNA.

CONTINENTAL—*Robert Bruce Inc., Philadelphia, will launch an extensive fall drive for its sweaters in the Aug. 23 issue of The New York Times Magazine. Theme of the drive is "the important continental look." Wermen & Schorr, Philadelphia, is the agency.*

Federal Agencies Make Little Progress on Additional VHFs

WASHINGTON, Aug. 4—Technical talks aimed at giving tv another 25 or 50 vhf channels are making slow progress, it was indicated by a progress report issued today by the Federal Communications Commission on its conversations with the Office of Defense Mobilization.

Since April 30, technicians of the two agencies have been meeting to seek to improve the over-all pattern of frequency allocations which could be implemented within the next 10 to 15 years. Today's announcement indicates the principal achievement to date is "agreement on the terms of reference."

■ Actions taken include an invitation to the central radio propagation laboratory of the National Bureau of Standards to name a representative to work with the technicians, plus several requests to the laboratory to provide technical information.

FCC warned that further progress will be delayed because several members of the joint group will be attending the forthcoming international radio conference in Geneva. However, FCC promised to resume the study as soon as possible and to issue periodic reports. #

Canadian Cabinet Approves TV Grant for CJSS, Cornwall

The Canadian cabinet has approved a tv grant to Cornwall Broadcasting, Ltd., owner of CJSS-AM-FM, Cornwall, Ont. Early October is the target date set for the opening of the new tv station. Purchases of three libraries of feature film from Warner Bros., NTA (20th Century-Fox), and United Artists as well as "Popeye" and "Bugs Bunny" cartoons have been concluded.

CJSS-TV will operate a unique all day Saturday French language format, with the remainder of the week in English. The station will be a supplementary Canadian Broadcasting Corp. affiliate.

McCALL'S announces a new circulation guarantee

5½ MILLION

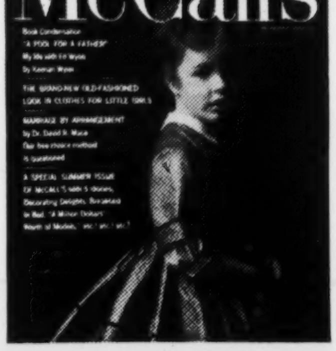
UP 300,000

No increase in cost per M for 4-color and 4-color bleed

Effective with the February issue, McCall's announces a 5.8% increase in guaranteed circulation...the highest in McCall's history! Newsstand and subscription sales are increasing at a record rate. This rapid growth directly reflects the bold, new editorial content of McCall's today.

Rate increases effective with the same issue are proportionately the lowest in the entire women's service field. Four-color rates are being raised only 5.8% and black-and-white rates 9.5%. There will be no increase in the cost per thousand for four-color bleed advertising. This advantageous rate structure is made possible by new five-color presses developed exclusively for McCall's Magazine.

This rate base announcement...following the news of no extra charge for bleed and the introduction of McCall's new Western edition...is just another move to make McCall's the most effective, efficient and economical advertising medium available. Ask your McCall's representative for details.


McCall's
Book Condensation
"A POOL FOR A FATHER"
THE BRAND-NEW OLD-FASHIONED LOOK IN CLOTHES FOR LITTLE GIRLS
MARRIAGE BY ARRANGEMENT
by Dr. David R. Mace
A SPECIAL SUMMER ISSUE

COMPARE THESE COSTS:

	PAGE, 4-COLOR	PAGE, 4-COLOR, BLEED	PAGE, B & W
McCall's UP 300,000	5.01 per M	5.01 per M	3.80 per M
Good Housekeeping UP 200,000	5.35 per M	5.88 per M	3.88 per M
Ladies' Home Journal UP 200,000	5.56 per M	6.39 per M	3.97 per M

Based on Latest Rate Announcements

Pottasch Leaves K&E for Marketing Post at Pepsi International

NEW YORK, Aug. 5—Pepsi-Cola Co. has recruited still another Kenyon & Ekhardt hand for its marketing team.

Alan Pottasch has left K&E, the Pepsi agency, to become director of marketing services for Pepsi-Cola International, a new post. At K&E Mr. Pottasch was vp and account executive on Pepsi International.

Sidney M. Maran

Alan Pottasch

Sidney M. Maran succeeds Mr. Pottasch as account executive on Pepsi International. Mr. Maran joined K&E last October as a copywriter. He formerly worked for Bernard Relin & Associates, Pepsi's former public relations counsel.

Last year Pepsi hired away from K&E John J. Soughan and Philip B. Hinerfeld, now vp-marketing services and vp-advertising, respectively, of Pepsi-Cola. #

Chilton Co. to Publish 'Handbook of Area Sampling'

Chilton Co., Philadelphia, will publish a "Handbook of Area Sampling" on Sept. 3. Threefold purpose of this book is (1) to bring together the various definitions and procedures involved in the construction of an area frame; illustrate the use of the frame in drawing a random sample, and (3) to show the adaptability of the materials to several commonly used sample designs. The 64-page book is priced at $3. Further information may be obtained from Chilton Co., book division, 56th and Chestnuts Sts., Philadelphia.

M&P Portable Names EWRR

M&P Portable Building Co., Beaumont, Tex., has named Erwin Wasey, Ruthrauff & Ryan to handle its advertising. The advertising schedule includes newspapers, outdoor, direct mail, trade publications and the *Wall Street Journal.*

Philco Promotes Three

Philco Corp., Philadelphia, has promoted three men in its consumer products division. Owen H. Klepper, formerly advertising and sales promotion manager for laundry equipment and air conditioners, was named sales promotion manager of the merchandising department. John E. Kelley, formerly advertising-sales promotion manager for tv, was named ad manager of the merchandising department. John J. Kane, previously advertising-sales promotion manager for radios, phonographs and hi-fi instruments, was named manager of market development-electronics.

S&H Enters Milwaukee Area

National Tea Co. has extended its S&H Green Stamp operations into its 45 stores in Milwaukee and the southern Wisconsin area, thus becoming the only major food chain in that area to issue stamps. National is now offering the trading stamps in 90% of its 925 stores throughout the central part of the country. Under Wisconsin law the stamps can be redeemed only for cash. A full book is redeemable for $2.

Coty Appoints Y. M. Coty

Coty Inc., New York, has appointed Y. M. Coty new products manager. He joined Coty in 1949 and most recently has been director of drug merchandisers in charge of sales training. He is a grandson of Francois Coty, founder of the cosmetic house.

Smith to Lippincott & Margulies

Robert G. Smith, formerly with Raymond Loewy Associates, has joined Lippincott & Margulies, New York design company, as director of product design and development. He succeeds Hall Kaighan, who resigned.

C

the association of
art
studios in Chicago, inc.

- ART PLUS, INC.
- BERLET-ANDERSON-MARLIN, INC.
- CARNAHAN-HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
- KOOPMAN-NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE-WRIGHT STUDIOS
- WHITAKER-GUERNSEY STUDIO, INC.

aasc
1000 advertising artists
SERVICE · DEPENDABILITY · INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

WOMAN'S DAY CIRCULAT

(1st six months of '59 was 53%

Average monthly circulation 1st half '58: 2,705,796. Average monthly circulation 1st half '59: 4,147,163*! And it's still 100% *single-copy* sales. Woman's Day's circulation has been flying high ever since we made the magazine available to all stores. (Take a look at the box score on the right.) Something else that's soaring: our advertising lineage. First six months of '59: 229 pages—an increase of 26%

Baumritter Sets Fall Drive

Baumritter Corp., New York, plans the "biggest budget in the firm's history" for its fall advertising campaign. The company's furniture line, showing room settings, is being promoted through November in *Better Homes & Gardens, Bride and Home, Good Housekeeping, House Beautiful, House and Garden, Living for Young Homemakers, Modern Bride, Parents' Magazine* and *Seventeen.* Alfred Auerbach Associates, New York, is the agency.

Lehn & Fink Names Menken

Kenneth A. Menken has been appointed brand manager of the Lehn & Fink division of Lehn & Fink Products Corp. He will direct the marketing of the Etiquet line of deodorants and work on new product development. He joined the company last year from Roy S. Durstine Inc.

Japanese Name Caples

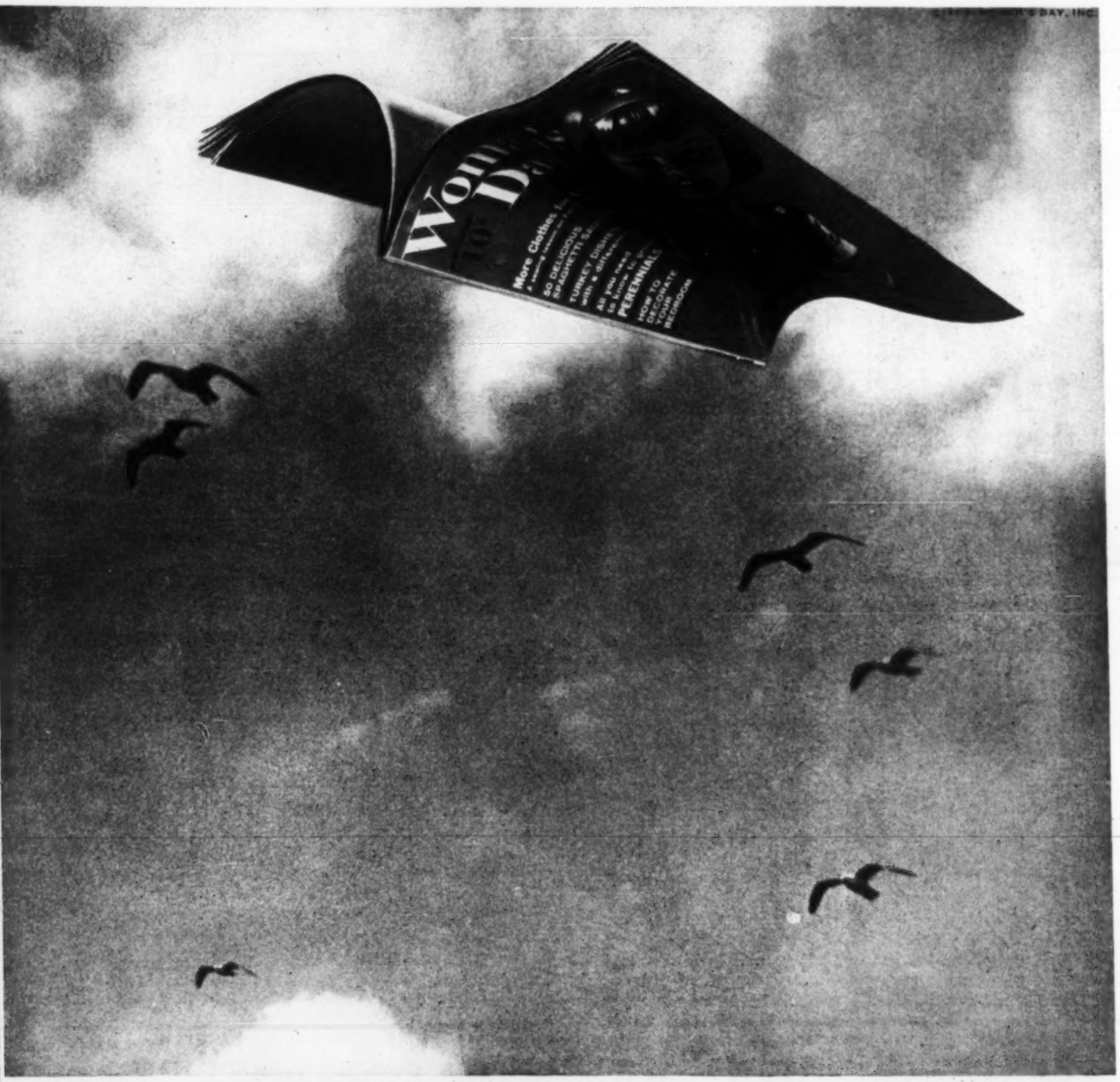
The Japan Tourist Assn. has appointed Caples Co., New York, to handle its advertising in the U. S. and Canada, effective Oct. 1. Kelly, Nason is the present agency. Caples has been the association's public relations counsel for nearly two years.

Harris Trust Sets TV Drive

Harris Trust & Savings Bank, Chicago, has started a new campaign, using tv IDs on two Chicago stations—WBBM-TV and WNBQ. The IDs, which feature a savings theme, will run for eight weeks. Leo Burnett Co., Chicago, is the agency.

Ross Joins AMRO

Albert M. Ross Jr., formerly a project director At Crossley S-D surveys, New York, has joined AMRO Research, New York, as research director.



ION CONTINUES TO SOAR!

ahead of 1st six months of '58)

over the first six months of 1958. *How come?* Advertisers like the enthusiastic response they've been getting—*and the healthy circulation bonus.* You will, too.

Woman's Day A FAWCETT PUBLICATION

First Six Months Average 1958	2,705,796
Last Six Months Average 1958	3,242,545*
First Six Months Average 1959	4,147,163*

*(As filed with ABC, Subject to Audit)

BABY CURL
BABY CURL
BABY CURL 79¢

CHILDREN'S SHAMPOO—*Lanolin Plus is running a $1,000,000 drive to launch its Baby Curl, new children's hair waving shampoo. Radio and tv spots, magazines, newspapers and Sunday supplements will be used. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency.*

Toy Dealers Group Formed

Delaware Valley Toy Dealers' Associates, Philadelphia, has been formed as a non-profit organization aimed specifically at the promotion and development of toy sales in the Delaware Valley. Elkman Co., Philadelphia, is the agency.

Arketex Names Keller-Crescent

Arketex Ceramic Tile Co., Brazil, Ind., manufacturer of glazed ceramic tile, has appointed Keller-Crescent Co., Evansville, Ind., to handle its advertising. Caldwell, Larkin & Sidener-Van Riper, Indianapolis, is the former agency of record.

Apple Growers Budget Set

The Apple Marketing Order Advisory Board, Albany, N. Y., has approved an initial New York growers budget of $320,000 for promotion of the state's apples. The order, second of its kind in the state, was recently approved by the growers.

Read what advertising men say about this new **HARPER BOOK**

the copywriter's guide

THE
Copywriter's Guide
Edited by ELBRUN ROCHFORD FRENCH

Woody Klose
Lennen & Newell, Inc.

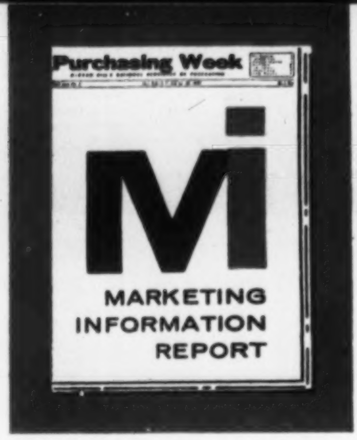
"...without question, the finest book for copywriters I have read or know about...should be made THE textbook for all beginners and required reading for all old-timers."

Charles F. Adams
MacManus, John & Adams, Inc.

"A gold mine of information gleaned from the finest minds in the business. It should be of invaluable assistance both to the greenest copy cub and to the most experienced advertising craftsman. If copywriters ever adopt a bible, this should be it." $11.95

At your bookstore or from

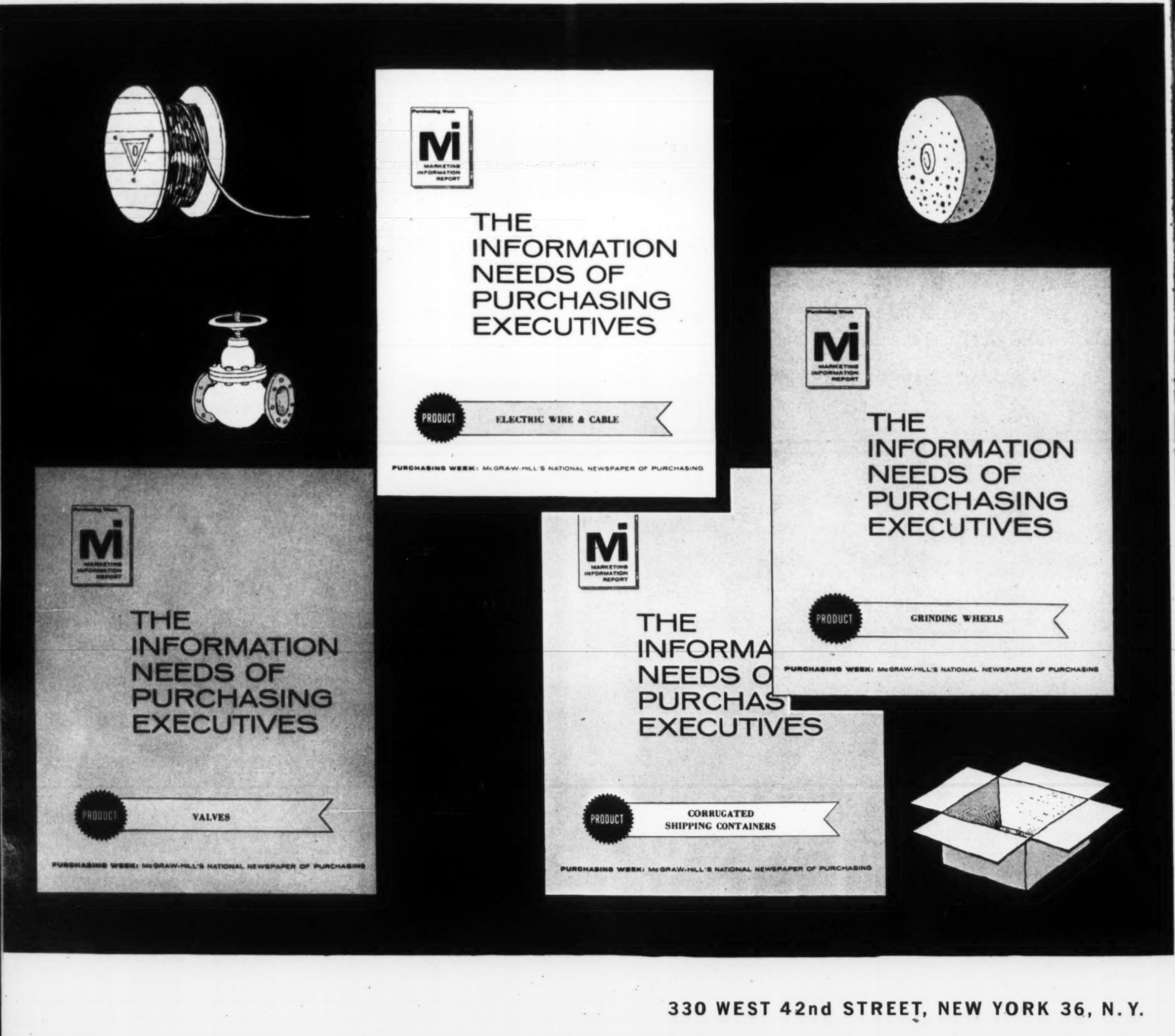
HARPER & BROTHERS, N. Y. 16


Purchasing Week

Mi

MARKETING
INFORMATION
REPORT

IF YOU HAVE ANYTHING WITH ADVERTISING


Mi
MARKETING
INFORMATION
REPORT

THE
INFORMATION
NEEDS OF
PURCHASING
EXECUTIVES

PRODUCT ELECTRIC WIRE & CABLE

PURCHASING WEEK: McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

Mi
MARKETING
INFORMATION
REPORT

THE
INFORMATION
NEEDS OF
PURCHASING
EXECUTIVES

PRODUCT GRINDING WHEELS

PURCHASING WEEK: McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

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MARKETING
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THE
INFORMATION
NEEDS OF
PURCHASING
EXECUTIVES

PRODUCT VALVES

PURCHASING WEEK: McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

Mi
MARKETING
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REPORT

THE
INFORMA
NEEDS O
PURCHAS
EXECUTIVES

PRODUCT CORRUGATED SHIPPING CONTAINERS

PURCHASING WEEK: McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

330 WEST 42nd STREET, NEW YORK 36, N.Y.

Did you know that you can run an advertisement as big as this one in PURCHASING WEEK? Just think of the impact

AT ALL TO DO

OR SELLING THESE PRODUCTS...

Electric Wire and Cable • Grinding Wheels
Valves • Corrugated Shipping Containers

THIS MESSAGE IS MEANT FOR YOU!

INDUSTRIAL MARKETERS are constantly seeking information that will help them to do a better job of selling and advertising to industry . . . information concerning markets, buying influences, advertising readership, advertising effectiveness, etc.

To provide industrial marketers with valid and helpful information in these areas, PURCHASING WEEK has consistently made use of objective market and reader research. And now, PURCHASING WEEK goes even further!

Suppose you knew precisely what your customers and prospects wanted to know about your products. Wouldn't you be able to sell and advertise to them more effectively?

That's exactly the kind of information that's now available to you as a result of PURCHASING WEEK's latest . . . and continuing . . . market research project!

To secure this information, PURCHASING WEEK talked with purchasing executives in important industrial plants, large and small, throughout the country . . . asked this question:

> "What specific information do you need to do a better job of selecting and purchasing (product) for your company?"

The information that PURCHASING WEEK secured in answer to this question is now being released in the form of "Information Needs" reports on each of the following products:

Electric Wire & Cable
Grinding Wheels
Valves
Corrugated Shipping Containers
(There will be subsequent "Information Needs" reports on additional products.)

These reports are being made available to industrial advertisers and their advertising agencies in the hope that they will:

1. Throw some factual light on the interests and problems of Purchasing Executives . . . and their specific information needs on specific products.
2. Be useful in developing marketing policies and programs that are keyed to the interests and needs of Purchasing Executives.
3. Provide copy ideas and slants that will increase the effectiveness—and resultfulness—of sales and advertising messages that are directed to Purchasing Executives.

If you would like to have a personal copy of any of these "Information Needs" reports, just call or write your nearest PURCHASING WEEK District Manager. His name, address, and telephone number is listed below.

For over five years before publication, and regularly since publication, PURCHASING WEEK has studied the purchasing executive's information needs. As a result of this and the regular gathering of data carried on constantly by McGraw-Hill, we have accumulated a vast amount of information on purchasing executives, their needs, interests, and role in buying.

If you have any questions about the marketing of your products to industry, we suggest that you include PURCHASING WEEK on your list of information sources.

To introduce a new product . . . or to inform your industrial customers about any product, material or service . . . it would be costly to overlook the Purchasing Executive in your marketing plans.

Your PURCHASING WEEK representative will be glad to show you data documenting the Purchasing Executive's information needs . . . his buying influence . . . and how advertising in PURCHASING WEEK gets buying action!

When you want to reach Purchasing Executives in the publication that they reach for first . . . you advertise in PURCHASING WEEK.

Purchasing Week
McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

ATLANTA 3 (Jackson 3-6951) Rhodes-Haverty Building, Douglas Billion • BOSTON 16 (Hubbard 2-7160) Park Square Building, Walter W. Patten, Jr. • CHICAGO 11 (Mohawk 4-5800) 520 North Michigan Avenue, Steven J. Shaw • CLEVELAND 13 (Superior 1-7000) 1164 Illuminating Building, 55 Public Square, William R. Freeman • DALLAS 1 (Riverside 7-5117) 1712 Commerce Street, Robert T. Wood • DENVER 2 (Alpine 5-2981) Mile High Center, 1740 Broadway, John W. Patten • DETROIT 26 (Woodward 2-1793) Penobscot Building, William H. Kearns • LOS ANGELES 17 (Huntley 2-5450) 1125 West Sixth Street, John B. Uphoff • NEW YORK 36 (Oxford 5-5959) 500 Fifth Avenue, Harry Denmead, C. F. Meyer • PHILADELPHIA 3 (Locust 8-4330) 6 Penn Center Plaza, Walter R. Donahue • PITTSBURGH 22 (Express 1-1314) Oliver Building, Donald K. McLaughlin • SAN FRANCISCO 4 (Douglas 2-4600) 68 Post Street, Scott Hubbard • ST. LOUIS 8 (Jefferson 5-4867) Continental Building

that you could make on 25,000 Purchasing Executives with an advertisement this size in PURCHASING WEEK!

YES, SUH!

The Atlantic City Press covers the South!

South Jersey, that is...

Or, to put it another way, suh . . . if you want ACTION from Southern New Jersey's three rich rapidly growing counties of Atlantic, Cape May and Cumberland, with yearly retail sales of $496,019,000, you'll get it—and only get it—through the Atlantic City Press.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President*
Scolaro, Meeker & Scott, *National Representatives*

New Old Forester (86-Proof) Will Get $1,000,000 Send-off

(Continued from Page 3)

ways bottled in bond, one proof."

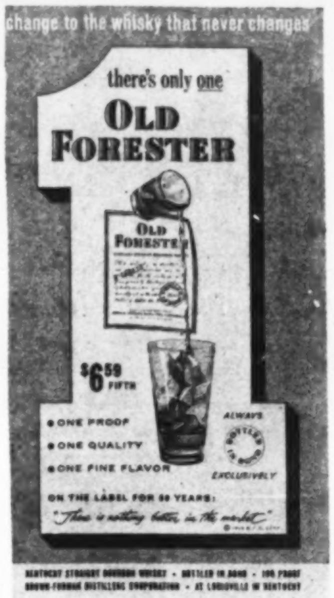
Why the change?—Competition, and the need for increased sales.

An executive of the company told ADVERTISING AGE, "We have to give people what they want. Consumer demand for a lighter quality product has to take precedence over tradition. Our business is to satisfy the consumer, and that's what we're doing."

While no official figures on Old Forester are available, trade sources indicate the brand has not sold over 400,000 cases in the past year. Bottled-in-bond whiskies dropped 6.6% in 1958 to 4,407,651 cases, from '57's 4,717,957, whereas consumption of straights increased 7% from 19,345,845 cases in '57 to 20,704,401 cases in '58.

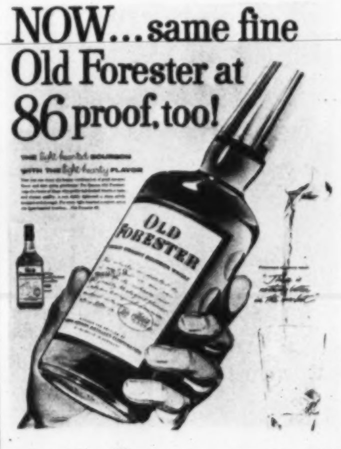
As pointed out in the current issue of "Liquor Handbook," advertisers "marketing 86-proof straights, featuring two versions under the same brand name, have been emphasizing in their advertising that there is little, if any, quality difference between a bottled-in-bond bourbon (100-proof) and a prime 86-proof straight bourbon."

This difference in proof means that 100-proof whisky contains 50% alcohol; 86-proof whisky has 43% alcohol, and is therefore milder or lighter and more acceptable to the average palate. The quality is the same, but the alcohol has been cut by the addition of distilled water.



THEN—*Last September, an ad in the New York Daily News proclaimed Old Forester as "the whisky that never changes."*

■ Robinson S. Brown Jr., vp and executive director of sales of Brown-Forman, said today that the company "is ready with an all-out drive to put Old Forester 86 rapidly and firmly in a strong market position." He said the new product will be designated as "the light-hearted Old Forester."



AND NOW—*New campaign for Old Forester will introduce the 86-proof bottling via newspapers and outdoor, beginning Sept. 15.*

To avoid confusion, the 86-proof bottling will be marketed in a distinctly different package and specifically marked as 86-proof. Mr. Brown also stressed that promotional support for the traditional bottled-in-bond Old Forester would not be sacrificed.

In 1958 B-F is estimated to have invested about $1,500,000 in advertising for Old Forester. It is now adding another $1,000,000 to that sum to make Old Forester 86 competitive with such other premium 86 straights as Old Crow, Old Taylor, I. W. Harper, Old Kentucky Tavern, and Old Grand-Dad. #

Jobber Product News

By Actual Count...here is the

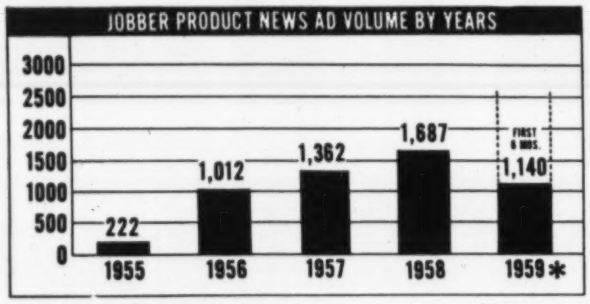
5-Year Advertising Trend in the Automotive Jobber Market...

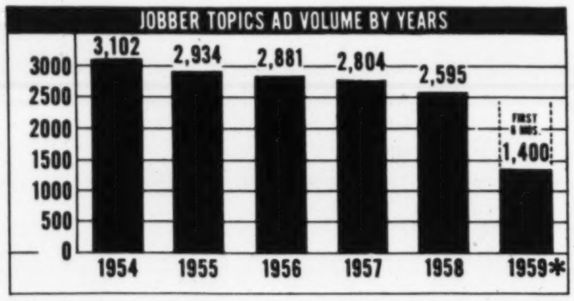
and the Trend Continues Strong in 1959

JPN is Eastman Editorially Researched.

READERSHIP Eastman RESEARCH

* For the first six months of 1959, JOBBER PRODUCT NEWS earned a 43% ad volume increase — 1,157 ad units to 810 during the same 1958 period. JOBBER TOPICS carried 1,400 pages for the first six months, against 1,362 for the like period in 1958 — less than 3% volume gain.





The JOBBER PRODUCT NEWS and Jobber Topics ad volume charts include *only* advertising of manufacturers — and exclude any advertising of warehouse distributors or manufacturers' agents. The JOBBER PRODUCT NEWS chart at the left is in 1/9-page ad units (measuring 3-5/16" x 4-7/8")—the standard measuring unit of product news tabloids—as reported to "Industrial Marketing" in which JOBBER PRODUCT NEWS reports its monthly ad volume figures. On the right is the Jobber Topics ad volume chart of the pocket-size page units measuring 4¾" x 6¾". Jobber Topics does not report its monthly ad volume in "Industrial Marketing." THIS IS BY ACTUAL COUNT. Copies of all issues and records on this count are in the general offices of JOBBER PRODUCT NEWS in Chicago. Advertising buyers are privileged to inspect these to substantiate authenticity and accuracy.

The Best Qualified and Most Experienced Editorial Staff Serving Automotive Jobbers

These six men are responsible for the editorial content and character of JOBBER PRODUCT NEWS.
They represent an aggregate of 143 years of practical experience in industry and publishing.

Emil G. Stanley

William S. Wade

Charles H. Davis

John A. Stair

Alex Darragh

Heath Walsh

EMIL G. STANLEY, founder of JPN, is Editor and Publisher with 26 years in the publishing business, all in business paper publishing.

WILLIAM S. WADE, Executive Vice President, co-founder of JPN, functions in editorial planning and development, close to 20 years industry and publishing experience.

CHARLES H. DAVIS, Vice-President and Executive Editor, has 40 years of association, manufacturing and jobber experience, all automotive. For 5 years he headed National Automotive Parts Association, and for a like period was executive director of Florida Automotive Wholesalers Assn.

JOHN A. STAIR, Managing Editor and Product News Editor, has had close to 15 years experience as an automotive wholesaler.

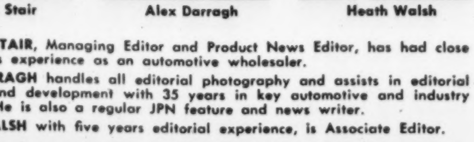
ALEX DARRAGH handles all editorial photography and assists in editorial planning and development with 35 years in key automotive and industry positions. He is also a regular JPN feature and news writer.

HEATH WALSH with five years editorial experience, is Associate Editor.

These 6 men have an average of 22 years of practical industry and publishing experience. In addition, several assistants comprise the editorial work force of JOBBER PRODUCT NEWS.

Another JPN Exclusive . . . a Monthly Newspaper Editorial Page

For the first time automotive jobbers now have a much-needed, thought-provoking monthly editorial page . . . newspaper style. Under the heading "JPN Editorial Viewpoint" (always page 2 of each issue) JPN expresses itself and leads in industry thinking on basic, all-important problems and issues. JPN truly is the crusading newspaper of the automotive wholesaler. Even as JPN editors express themselves, readers have the same privileges through JPN's new column "The JPN Readers' Viewpoint". These are just a few of the many editorial innovations appearing in the "Newspaper of Automotive Wholesaling" — JOBBER PRODUCT NEWS.


The Editorial Viewpoint
Industry Advisory Committee?
Mature Toft Leadership
"Sell Your Peanuts Now!"
I.G.O.A. — a Miracle
Wanted: More "Stars"
Protest Deficit Spending
Another Industry Milestone?
Congratulations, IGOA!
The Editorial Viewpoint
Two Big A.S.I.A. Jobs

SPC

3 AUTOMOTIVE JOBBER PAPERS — NO 1960 AD RATE INCREASES

JOBBER PRODUCT NEWS & JOBBER NEWS • JPN DIRECTORY & BUYERS' GUIDE • JPN SHOW DAILY

Published by Stanley Publishing Company, 431 S. Dearborn St., Chicago 5, Illinois • WAbash 2-0636

JOBBER PRODUCT NEWS, First with 50,000 Monthly Circulation • More JPN Innovations in 1960

"Love
that
service...

"Western Union Advertising Distribution Service put my displays everywhere . . . and put them up right."

Wherever it goes, whatever you want done with it, Western Union Advertising Distribution Service will put it there . . . and see that it's handled *properly*. Catalogues delivered to customers . . . displays set up in stores . . . your ad handed to businessmen . . . you name it, we'll deliver it!

WIRE US COLLECT for the full story. Address: Western Union, Special Services Division, Dept. A-3, New York, N. Y.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HM **HUTCHINGS & MELVILLE, INC.** *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

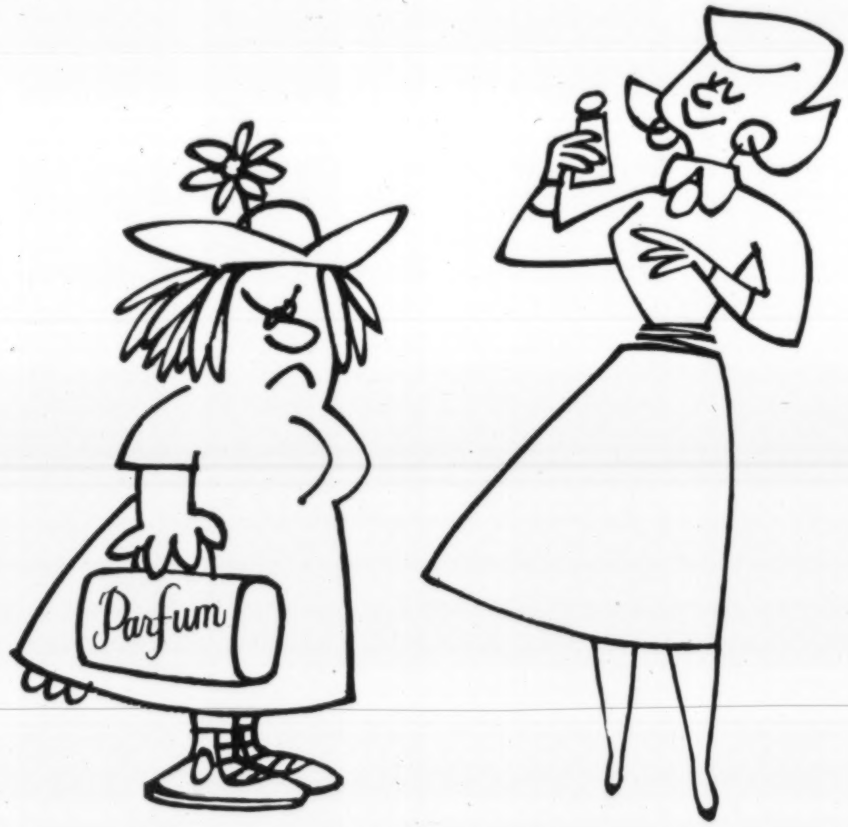
Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Picture Source List Out

"Pictures Sources: An Introductory List," a 128-page guide for locating and procuring pictures needed by agencies, artists, editors, publishers, tv producers and researchers, has been published by the Special Libraries Assn. It lists 398 sources classified under 14 general subject categories. Each entry lists the size of the collection and type of material included, subjects and dates covered, conditions of use, plus the name, address and phone number of the picture librarian. The guide is available for $3.50 a copy from the association's offices at 31 E. 10th Street, New York.

Macfadden Earnings Up

Macfadden Publications Inc., New York, has reported net earnings for the six month period ended June 30 at $346,053, as against $237,098 for the like period in 1958. Net income for the period was $183,510, as against $12,654 reported in 1958.

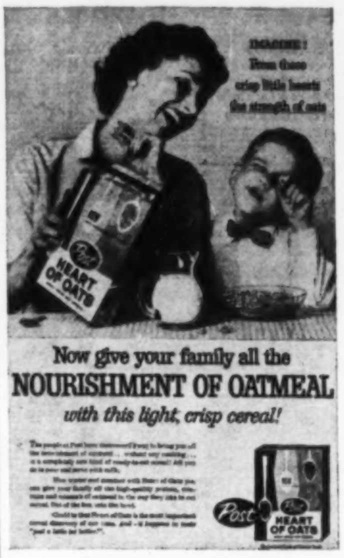


ONCE UPON A TIME the manager of the cosmetics department of a very large department store asked the personnel director to hire a new sales clerk for the perfume counter. In a few days the personnel man called back to say that he had interviewed two applicants and had made his choice. One, he said, was a very attractive young lady from the appliance department who had an outstanding sales record with the company. She seemed to have a warm and wonderful charm about her that made people like her immediately. The other applicant was a fat, funny-looking, and somewhat crabby little old lady who, some years before, had sold perfume door-to-door. "And which one did you hire?" queried the cosmetics manager. The personnel director seemed stunned at the question. Said he: "Why, the one with perfume experience, of course."

MORAL: ***Whether selecting salesgirls, or advertising agencies, it's easy to get "people experience" and "product experience" all mixed up. The easiest way we've found to remember is with this rule: If you're selling products to people, people experience is more important. If you're selling people to products, product experience is more important.***

CAMPBELL-EWALD
Advertising (to people) *well directed*

Detroit • New York • Chicago • Los Angeles • Hollywood • San Francisco • Washington • Denver • Atlanta • Dallas • Kansas City • Cincinnati


IMAGINE: From these crisp little hearts the strength of oats
Now give your family all the
NOURISHMENT OF OATMEAL
with this light, crisp cereal!
Post
HEART OF OATS

HEART FLUSH—*General Foods is using half-page b&w ads in Knickerbocker News, Albany, N. Y., and the Democrat, Davenport, Ia., in its test of Post's Heart of Oats cold cereal (AA, Aug. 3). Benton & Bowles, New York, is the agency.*

Plymouth-De Soto Division Will Market Chrysler's Valiant

DETROIT, Aug. 7—Marketing responsibilities for Valiant, Chrysler Corp.'s new 1960 economy car, have been assigned to the Plymouth-De Soto division.

"Analysis of markets and dealer distribution for Valiant are practically completed," said W. C. Newberg, Chrysler exec vp. "Study indicates selection of Valiant dealers should be on basis of dealer location and market potential rather than exclusive distribution by a single dealer group."

This indicates sales of Valiant will not be restricted to Plymouth and De Soto dealers. E. P. Letscher, general sales manager of Plymouth-De Soto, and J. W. Minor, marketing director, will add the Valiant responsibilities.

Batton, Barton, Durstine & Osborn is the agency for Valiant. #

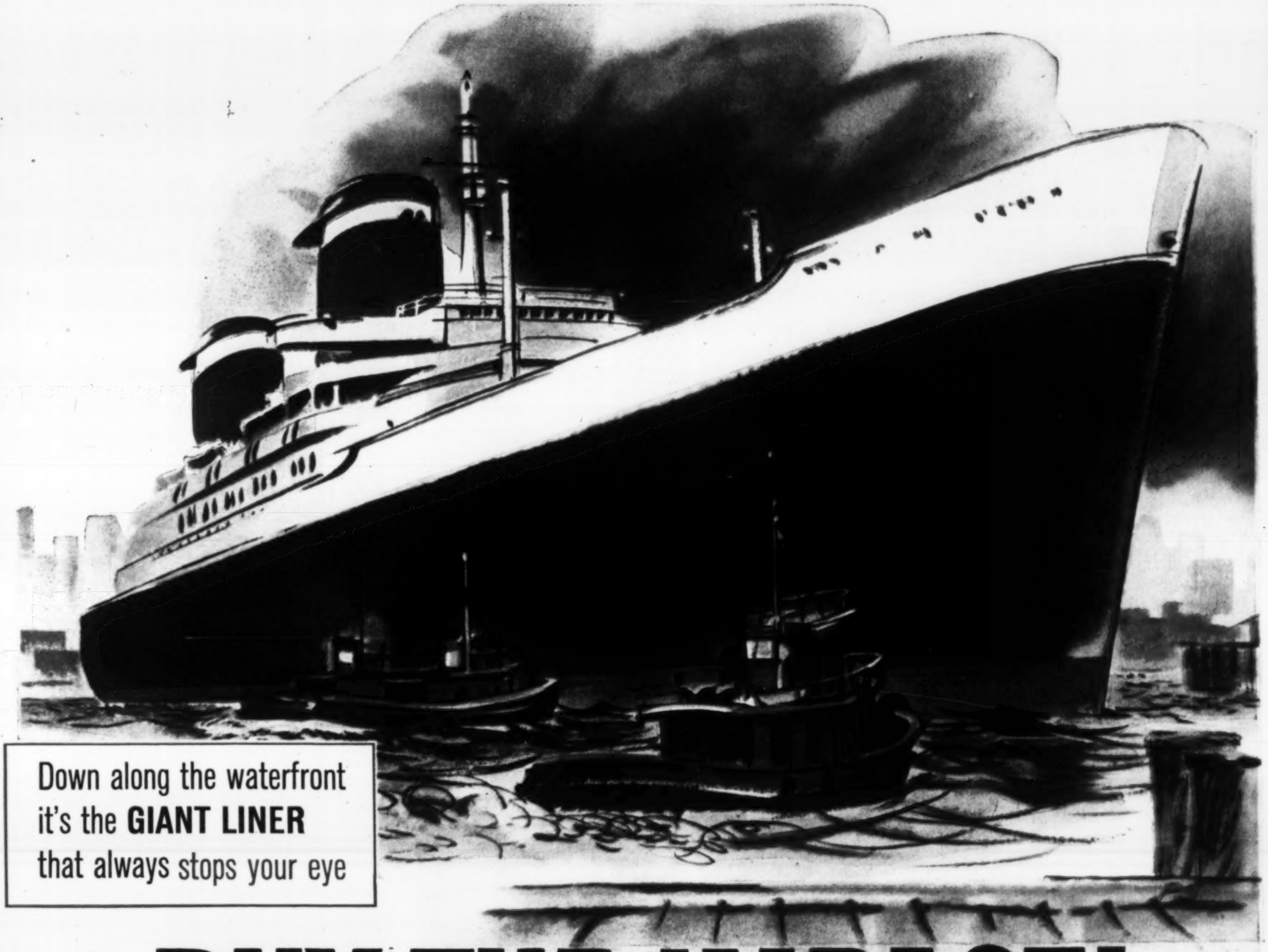
Lancer, Swimming Pool Maker, Names Friend-Reiss Advertising

Lancer Industries, maker of prefabricated Fiberglas swimming pools, has appointed Friend-Reiss Advertising, New York, to handle its advertising. In announcing the appointment, Benjamin Tessler, president of Lancer, said "the moderate income American consumer was now considering the purchase of Lancer Fiberglas swimming pools in much the same way as they would that of an extra appliance, car or some home repair."

The company plans to expand its franchised distributor and dealer network and expects to be using national magazines, television, newspapers, direct mail and posters.

WHAT ON EARTH IS THE BRIGHTEST COLOR?
IT'S DAY GLO,® MOONMAN

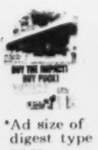
There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.



Down along the waterfront
it's the **GIANT LINER**
that always stops your eye

BUY THE IMPACT!
BUY PUCK!

Watch a giant liner dock. The sheer size of one of these ocean mammoths grips and holds your interest. Bigness in itself is always impressive. It invariably breaks through indifference to compel attention. PUCK's giant-sized, full-color pages give your advertising more "can't-be-missed" *IMPACT*... especially in an important segment of the young, adult market... than you can buy for equal money in any magazine. *In the vital 18-to-34-year age group in which families are largest, PUCK packs an* IMPACT *that gives your advertising a higher percentage of these free-spending, young readers than you can buy for equal money in any general magazine.*



*Ad size of digest type page

*Ad size of picture type page

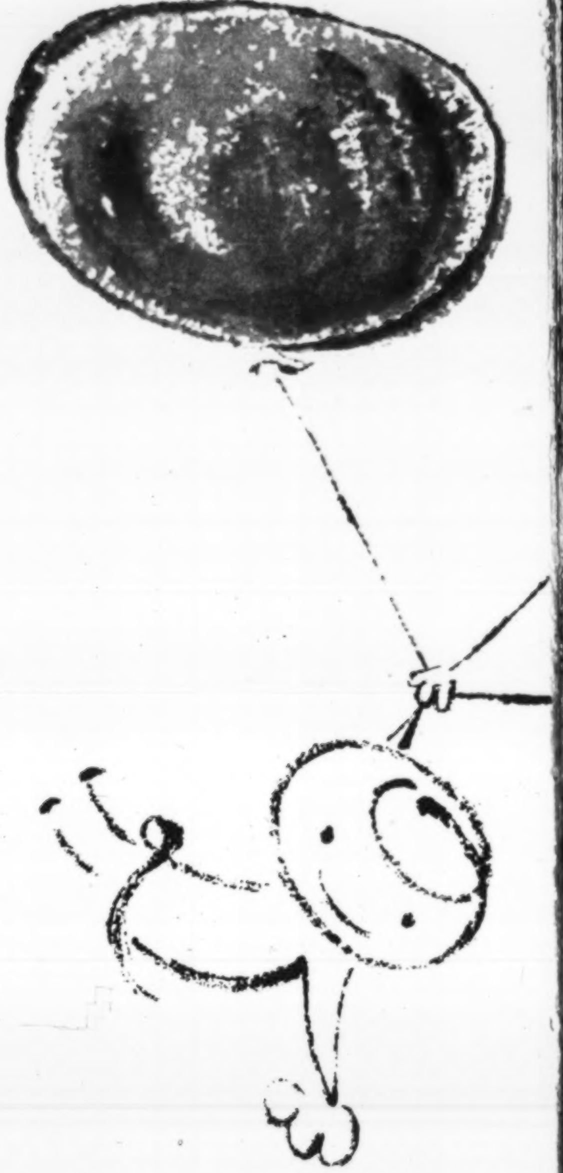
*Ad size of the Big IMPACT PUCK Page

**Pages illustrated above are scaled to proportionate size.*

"What fools these Mortals be!"
PUCK
The Comic Weekly

THE MESSAGES OF PUCK ADVERTISERS ARE DELIVERED BY THESE SUNDAY NEWSPAPERS:

Akron Beacon Journal
Albany Times Union
Baltimore American
Birmingham News
Boston Advertiser
Charlotte Observer
Chicago American
Dallas Times Herald
Detroit Times
Ft. Worth Star Telegram
Harrisburg Patriot News
Houston Post
Long Island Press
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
Newark Star Ledger
New York Journal American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
St. Louis Globe Democrat
Syracuse Herald American
Washington Post Times Herald
Wichita Beacon
(Optional) Chicago News

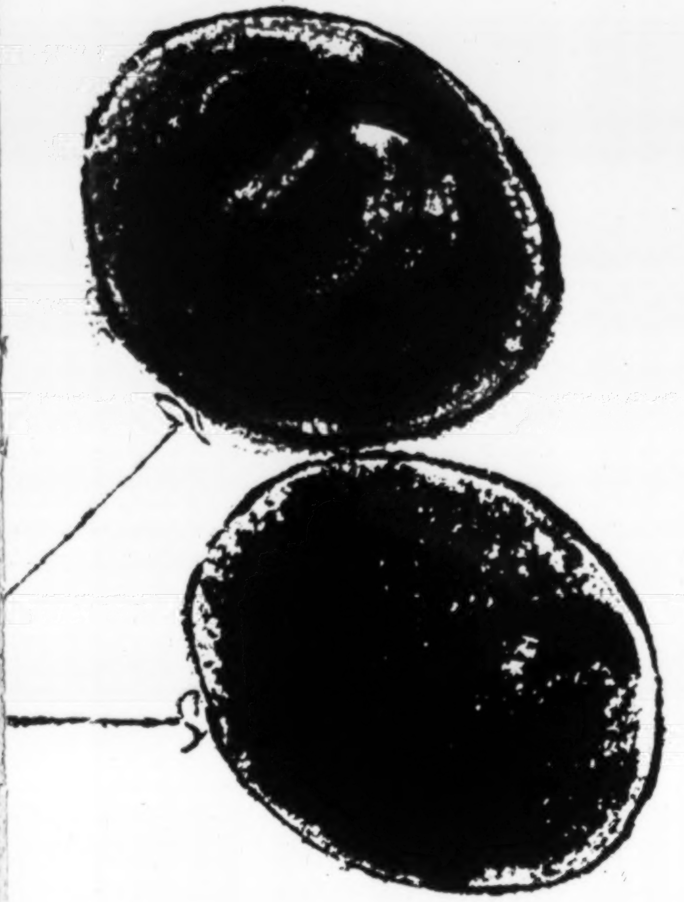


FULL COLOR

TO SEND SALES SOARING

ANY WEEKNIGHT IN CHICAGO

(The ONLY evening newspaper offering four-color advertising Monday through Friday)



Wednesday, September 23, 1959 is Red, Blue, Yellow (and any other color you can think of) Day at The Chicago American. The impact, the provocativeness, the sales stimulation that is dramatic full color is yours for the first time in Chicago's leading evening home-delivered newspaper.

COLOR as you wish to use it . . . registration, reproduction and technical excellence are assured (be it line, spot, Ben Day or full process) on the most modern of press equipment-manned by craftsmen of unequalled skill and experience.

COLOR as you will want to use it . . . for the many, many benefits of color are intensified and magnified with an already responsive audience to whom color will be fresh, new and startlingly different.

COLOR every weekday (Monday thru Friday) you want to use it . . . with realistic, workable deadlines, consistent with professional quality, permitting ample time for planning, preparation and astute placement.

COLOR at sensible rates that keep your budget in mind . . . the lowest color surcharge ($600) of any standard-size Chicago newspaper.

COLOR, **COLOR,** COLOR
sends sales soaring because:*

COLOR BOOSTS READERSHIP

- ● add color to black and white, increase readership 80%
- ● add color to black and white, pull 83% more readers into the copy block or "sales story"
- ● add color to black and white, readership of the opposite sex zooms for ads with men's or women's "appeal"

COLOR DEEPENS RETENTION

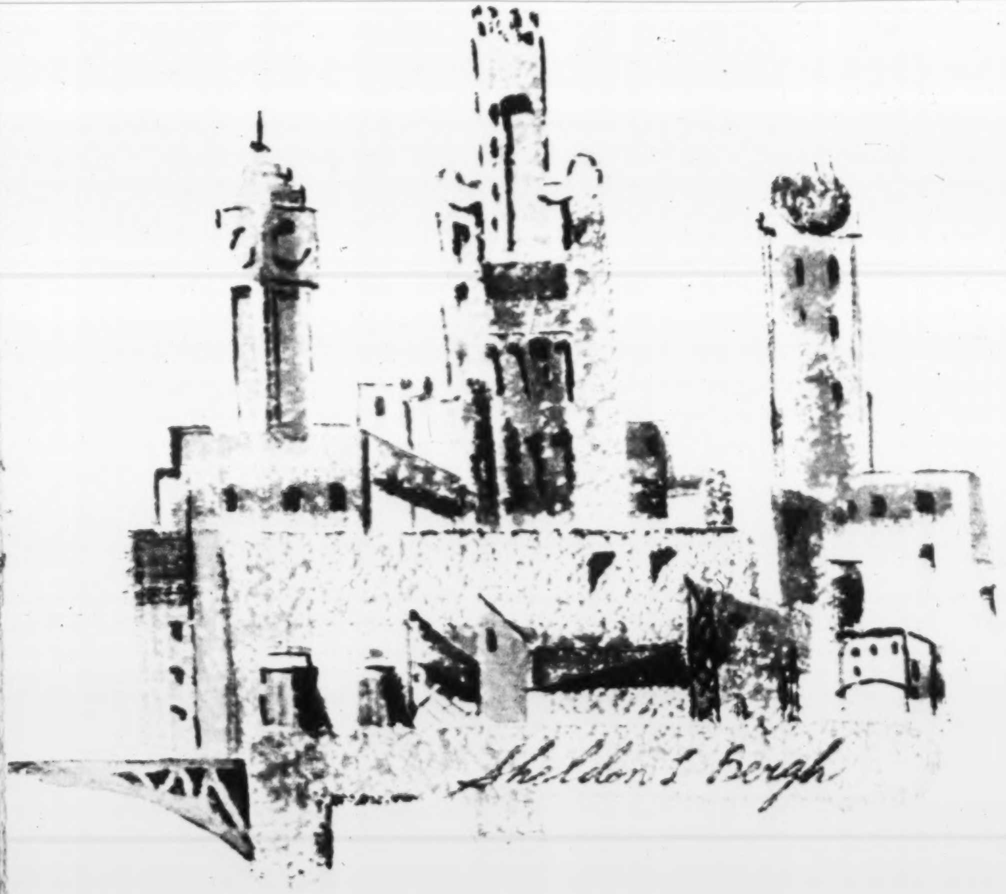
add color to black and white, 94% more people remember reading your ad . . . days later

COLOR SELLS, SELLS, SELLS

add color to black and white, 130% more readers purchase the product after reading

add color to black and white, 58% more readers shop at your store after reading

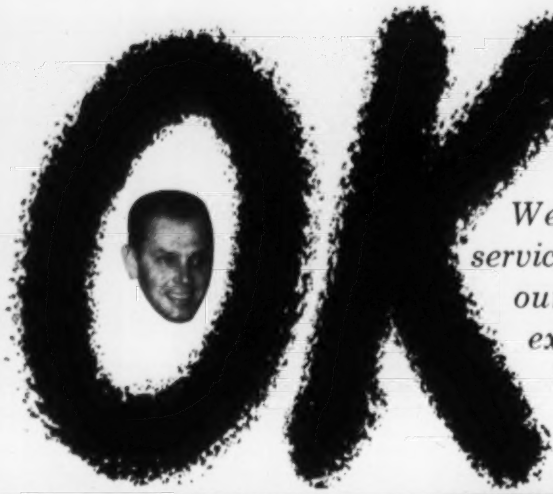
When you consider the many benefits of color . . . extra readership and retention, strengthening store and brand identity, attracting the opposite sex, pull into the copy block, generating sales . . . combined with Chicago's leading evening home-delivered newspaper . . . an above average audience new to the magic of color, already loyal and responsive to The Chicago American, reached through a comparative low investment . . . you will want to be among the first to make your sales soar with a complete schedule of full color advertising in The Chicago American.



THE CHICAGO AMERICAN

CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

*Source: The Houston Chronicle, ROP Color Study - 1958



We call it our "keep 'em smiling" service. Our clients, bless 'em, rate our performance "consistently excellent" . . . give us a fast OK, always! This type of engraving service can benefit you, too.

washington PHOTO ENGRAVING COMPANY

R.O.P. Color, too!

118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

Newspaper Ad Linage in June Up 4.7%: Media Records

Media Records' check of newspapers in 52 cities showed newspaper ad linage in June at 236,971,579 lines, up 4.7% over linage reported in June, 1958. Linage for the first half of the year was 1,381,880,027 lines, a gain of 5.6% over the comparable period last year.

Biggest gains in June were reported in automotive, financial and classified categories. Auto linage, 15,513,871 lines, was up 23.5% over June, 1958; financial linage was 5,211,514 lines, a 36.6% gain, and classified, at 63,289,321 lines, was ahead 15.1%, over linage reported in June, 1958.

Shulton Names Two

Shulton Inc., New York, has appointed John C. Tobin a product manager on women's fragrance products and Alastair B. W. Anderson new product development manager. Mr. Tobin formerly was with C. J. LaRoche & Co.; Mr Anderson previously was with Whitehall Pharmacal Co.

Coming Conventions

*Indicates first listing in this column.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 11-13. Iowa Daily Press Assn., Hotel Savery, Des Moines, Ia.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. CBS Radio Affiliates Assn. sixth annual convention, Waldorf-Astoria, New York.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel; Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

'TV Guide' Shifts Circulation Execs

Four new divisions have been established and staffs appointed for them in the national circulation department of *TV Guide*, Radnor, Pa. Ely Landis, who also will continue as circulation manager, has been named manager of wholesaler and field operations. Joseph Scully becomes national field supervisor under Mr. Landis. David Lichtenberg, formerly manager of the marketing and sales division, becomes manager of retail sales.

Jack Byers, circulation sales supervisor, has been named manager of the research and statistic division. He was formerly Wisconsin edition manager. Joseph Andes, previously manager of the national billing department, heads the research and marketing unit of the division. Wayne Masoner, previously national field supervisor, becomes special projects manager.

Lasting Impressions

"Tell me with whom thou art found, and I will tell thee who thou art."

Johann Wolfgang von Goethe (1749-1832). Giant of German letters whose "Faust" was a towering epic of 19th century literature.

You can be proud of your neighbors on WWJ, where integrity and quality service have always attracted top-drawer national advertisers and their local counterparts.

This good company enhances the value of your radio schedule, makes it easier to win new customers and retain old friends.

For your fall planning, ask your PGW Colonel for the complete WWJ story. It makes good listening—and good buying for lasting impressions.

WWJ AM and FM RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Department Store Sales . . .

Sales Up 6% in Week Ended Aug. 1

WASHINGTON, Aug. 6—Department store sales across the nation in the week ended Aug. 1 were 6% ahead of sales for the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks ended that date were 7% ahead of the similar period of the previous year and sales for the year to that date were 8% ahead, the board said.

■ All 12 of the FRB districts reported gains for the week ended Aug. 1: Boston, 4%; New York, 2%; Philadelphia, 5%; Cleveland, 7%; Richmond, 1%; Atlanta, 4%; Chicago, 7%; St. Louis, 4%; Minneapolis, 6%; Kansas City, 4%; Dallas, 8%, and San Francisco, 9%.

A detailed breakdown for the districts in the one week will be available next week. For the prior two weeks sales broke down as follows:

Federal Reserve District, Area, and City	% Change from '58 Week Ending July 18	July 25
UNITED STATES	+ 7	+ 5
Boston District	+ 3	— 1
Metropolitan Areas		
Boston	+ 6	— 2
Downtown Boston	+ 1	—14
Suburban Boston	+14	+21
Cambridge	+ 7	+ 8
Quincy	+ 3	+24
Lowell	—12	— 1
City		
Springfield	+ 5	+13
New York District	+ 7	+ 4
Metropolitan Areas		
Buffalo	r+ 1	+ 3
New York-N. E.		
New Jersey	+ 9	+ 4
Newark	— 3	— 2
New York	+ 6	0
Rochester	+ 2	— 1
Syracuse	— 3	+12
Philadelphia District	r+ 2	+ 3
Metropolitan Areas		
Wilmington	r+ 3	+18
Trenton	0	+ 4
Lancaster	r+14	—25
Philadelphia	r+ 3	+ 3
Reading	+ 4	0
Scranton	— 6	+ 1
Wilkes-Barre—Hazleton	+ 3	+13
Cleveland District	r+ 5	+ 7
Metropolitan Areas		
Lexington	+35	— 2
Akron	0	+ 4
Canton	— 1	+ 6
Cincinnati	+ 7	— 3
Cleveland	+ 5	+10
Downtown Cleveland	+ 2	+ 4
Columbus	+ 4	+10
Springfield	+ 2	+12
Youngstown	+ 4	+ 6
Erie	+10	+11
Pittsburgh	+ 5	+10
Downtown Pittsburgh	+ 5	+ 9
Wheeling-Steubenville	—11	+ 5
Richmond District	r+ 3	+ 3
Metropolitan Areas		
Washington	+ 2	+ 2
Downtown Washington	— 1	— 3
Baltimore	+ 2	+ 2
Downtown Baltimore	—10	— 9
Richmond	— 1	+ 4
Atlanta District	+ 3	+ 3
Metropolitan Areas		
Birmingham	— 5	— 5
Mobile	— 7	— 2
Jacksonville	+ 2	— 2
Miami	+ 7	+11
Downtown Miami	r+ 5	+11
Atlanta	r+ 5	— 1
Augusta	+10	+12
Columbus	— 4	— 7
New Orleans	+ 7	*
Knoxville	+ 5	+ 5
Chicago District	r+ 9	+ 9
Metropolitan Areas		
Chicago	+ 5	+ 5
Indianapolis	+15	+13
Detroit	+13	+12
Grand Rapids	+11	+18
Milwaukee	+14	+14
St. Louis District	+ 5	+ 1
Metropolitan Areas		
Little Rock	+ 7	+ 9
Louisville	+ 4	— 3
St. Louis	+ 3	+ 2
Memphis	+17	+ 5
Minneapolis District	+ 7	r+ 2
Metropolitan Areas		
Minneapolis-St. Paul	+ 7	+ 2
Minneapolis and Suburbs	+ 5	+ 1
St. Paul	+10	+ 4
Cities		
Duluth-Superior	+ 6	+ 7
Kansas City District	+ 5	— 2
Metropolitan Areas		
Denver	— 6	— 7
Topeka	— 1	+ 4
Wichita	+ 1	— 5
Kansas City	+19	+ 3
Downtown Kansas City	+10	—10
St. Joseph	+ 5	+ 2
Lincoln	+ 7	+ 7
Albuquerque	+25	*
Oklahoma City	+11	— 6
Tulsa	— 2	— 9
City		
Joplin	+ 5	— 5
Dallas District	+ 6	0
Metropolitan Areas		
Dallas	+13	+ 8
El Paso	+ 7	— 3
Fort Worth	+ 7	+ 4
Houston	+15	— 2
San Antonio	— 6	— 3
San Francisco District	+15	+ 8
Metropolitan Areas		
Los Angeles-Long Beach	+19	+ 9
Downtown Los Angeles	+ 2	— 1
Westside Los Angeles	+24	+ 7
Sacramento	+23	+20
San Diego	+15	— 2
San Francisco-Oakland	+ 8	+ 7
San Francisco City	+ 9	+ 9
Oakland	+ 6	+ 2
San Jose	+39	+13
Portland	+ 9	+ 9
Salt Lake City	+17	+ 7
Seattle	+10	— 1
Spokane	+ 7	+ 4
Tacoma	+13	+ 2

r—Revised. *Data not available.

Fawcett Adds Hallden, Publisher of Comics

Fawcett Publications Inc., New York, has acquired Hallden Publications, New York publisher of "Dennis the Menace" and other comics magazines, for an undisclosed price. Harry Slater will remain as publisher.

George Barth Named VP

George Barth, formerly with Capehart Corp. and General Electric Co., has joined Marketing Sales Plans Co., New York, as vp and creative director.

First-Class Male!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

THE HOUSTON POST

FIRST

in total general automotive and financial daily linage FIRST 6 MONTHS, 1959

January 1 through June 30, 1959*	POST	CHRONICLE
General	**1,344,946**	1,387,853
Automotive	**748,157**	665,536
Financial	**136,642**	129,550
Total	**2,229,745**	2,182,939

*SOURCE: MEDIA RECORDS

Today, more advertisers pick The Houston Post than ever before. The Post leads in total daily general, automotive and financial advertising for the first half of 1959. In the last five years The Houston Post's total advertising linage has increased three times faster than the Chronicle's (Post five-year gain: 16.7% vs. Chronicle's 4.38%). In Houston, the South's largest market, it pays to pick The Houston Post.

THE HOUSTON POST

W. P. Hobby, Chairman of the Board
Oveta Culp Hobby, President

Member Audit Bureau Circulation

Houston's largest daily newspaper in total circulation
Represented nationally by Moloney, Regan & Schmitt

Ad Slogans Used in Book of Spoofs

NEW YORK, Aug. 4—The New York Graphic Society has published a slim $1 paperback, "Ad-Liberties," described as "an uproariously funny mismatch of advertising slogans and art masterpieces of yore."

It consists of reproductions of 44 famous paintings, captioned by well known advertising slogans. Example: Goya's "The Third of May"—"It's what's up front that counts." Or: Millet's "Man with a Hoe"—"Are you a $10,000 man in a $5,000 job?"

William M. Ennis Jr., of McCann-Erickson, is said to have assisted in the production of the book, which carries the imprimatur of Wigglesworth Press. #

Don Kemper Co. Names Robert Hilton Exec VP

Robert A. Hilton

Don Kemper Co. has appointed Robert A. Hilton exec vp, with supervisory responsibilities for the agency's Chicago, New York and Dayton offices. Mr. Hilton, who will headquarter in Chicago, formerly was vp in charge of the Chicago office. The exec vp title is a new one and is part of an agency expansion program. Kemper Aug. 1 moved its New York office to larger quarters at 655 Madison Ave.

Mr. Hilton joined Kemper in 1955 in the Dayton office.

WFRV-TV Offers Single Rate

WFRV-TV, Green Bay, Wis., has adopted a single rate card for local and national advertisers. With the single rate card, a differential between minute and 20-second spots has been set up with the 20-second rate being one-third less than the minute rate. Rate for AA time has been increased from $600 to $650 an hour.

Cook Named Board Chairman

Ken Cook has been named to the new post of board chairman of Ken Cook Co., Milwaukee technical publishing company. Succeeding Mr. Cook as president is Douglas Whittaker, formerly exec vp.

Park to Smith Advertising

Daniel C. Park, formerly with WIRE, Indianapolis radio station, has joined Steve Smith Advertising, Indianapolis, as an account executive.

Smith & Dorian Adds Two Accounts, Names Lamport

Smith & Dorian, New York, has been named to handle advertising for Dynamic Electronics, New York maker of hi-fi consoles and components. The agency's Hartford office, Smith, Dorian & Burman, has been named to handle advertising for Baird Machine Co., Stratford, Conn., maker of machine tools. Edward W. Robotham Co. formerly handled Baird Machine.

Edward Lamport, formerly an assistant art director of Warwick & Legler, has been named an art director of Smith & Dorian.

Hum Joins Ted Witter

Robert R. Hum has joined Ted Witter Advertising Agency, Canton, O., as creative director and account executive. Mr. Hum was formerly sales promotion manager of F. C. Russel Co., Columbiana, O.

Haughton Agency Adds Two

Haughton Advertising Agency, Philadelphia, has added two new accounts: John P. McGrath Co., Philadelphia real estate company, and C&B Toy Club, Feasterville, Pa.

Morris Heads ANA Committee

John T. Morris, vp and director of marketing, F. & M. Schaefer Brewing Co., has been named chairman of the program committee for the annual fall meeting of the Assn. of National Advertisers. The meeting is scheduled for Nov. 8-11 at the Homestead, Hot Springs, Va.

Shop Center Book Issued

"Shopping Center Merchants Associations" has been published by the International Council of Shopping Centers, 54 Park Ave., New York. Written by Robert S. Nyburg, the 62-page manual deals with the formation and conduct of merchants associations in shopping centers. It is priced at $10 to council members, $25 to nonmembers.

Watkins Opens Rep Office

Robert L. Watkins has opened a publishers representative operation, Robert L. Watkins Associates, at 805 Peachtree St., Atlanta. For the past 14 years Mr. Watkins has been with Blanchard-Nichols-Osborn, magazine representative, during which time he represented *Parents' Magazine*. He retains that magazine in his new organization.

We're on the
. . . we cover all bases at Laurence
WAbash 2-6284
LAURENCE INC.
Fine Photo Engravers
547 South Clark St., Chicago 5, Ill.

Ethics Code Reprinted

The Code of Fair Practice for relations between artists and art buyers, developed by the Combined Ethics Committee of Chicago, has been reprinted and is available without charge by writing to the committee in care of Charles Bracken, Room 450, 646 N. Michigan Ave., Chicago. The committee is sponsored by the Chicago Art Directors Club, the Assn. of Art Studios in Chicago, the Artists Guild of Chicago and the Chicago Photographers Guild.

Higgins Opens Own Company

Alfred Higgins has opened his own industrial films company, Alfred Higgins Productions, at 9100 Sunset Blvd., Hollywood. Mr. Higgins was formerly an executive with the Frederick K. Rockett Co. until the recent death of Mr. Rockett.

Union Pacific Boosts Mertens

Carl H. Mertens has been appointed acting general advertising manager of Union Pacific Railroad, headquartering in Omaha. Mr. Mertens has been with Union Pacific since 1917 and most recently served as manager of the department of tours in Chicago.

Benton & Bowles Gets 'Light Response' to Ads in College Papers

NEW YORK, Aug. 5—"Leading New York advertising agency with proven record of developing executives has outstanding opportunity for single college graduates with liberal arts or business administration degrees. Program offers the most unusual orientation to the advertising field of any agency today with emphasis on the merchandising area. One year program leads to careers in media, merchandising, or account work. Strong interest in advertising essential. Veterans or draft exempt men only."

This ad—headlined "Advertising Training Program"—was placed by Benton & Bowles on an experimental basis in 13 college newspapers. The papers were published at Dartmouth, Cornell, Colgate, Pennsylvania, Yale, Wesleyan, Williams, Trinity, Brown, Harvard, Princeton, Lehigh and Northwestern.

■ Frank W. Noettling, vp and personnel director of Benton & Bowles, reported today that "response to our ads was light."

"In retrospect," he said, "we think perhaps it was because the ads appeared only two to three weeks before graduation and students were involved in final exams, and in some cases had perhaps already made their employment decisions. More importantly, because our ads were addressed to draft exempt candidates only, the vast majority of graduates would realize they could not be considered immediately."

Behind the advertising, said Mr. Noettling, was the idea that "we wanted to see as many highly qualified young men as we could. This seemed to be a way to make direct contact with some undergraduates whom we were unable to visit personally.

■ "We selected the schools on a sample basis, and if we repeat this effort in the future, we will probably broaden the base. We plan to make every effort to uncover additional sources of young men who have the potential for successful careers in the agency."

Meanwhile, the agency announced that for the third consecutive year it would continue supporting university research in advertising and marketing with its research fellowship fund at Rutgers. The fund supports basic research in the application of psychology to advertising and marketing. Two research fellowships are awarded annually to senior students. #

Gilbert Named Ad Manager

Weyerhaeuser Sales Co., St. Paul, has appointed Ernie J. Gilbert advertising manager. Mr. Gilbert, former assistant advertising manager for the past five years, succeeds the late Earl M. Rooney.

'Look' Names Horen, Fritz

Look has appointed Robert Horen, formerly with Haire Publishing Co., to its Chicago sales staff and Thomas R. Fritz, previously with Lever Bros. Co., to its Minneapolis sales staff.

D-F-S Names Laverty, Short

Dancer-Fitzgerald-Sample, New York, has appointed James Laverty, formerly with Benton & Bowles, and Richard Short, previously with Morse International, senior copywriters.

ADVERTISEMENT

Direct Mail Scores With Vo-Ag Market

CHICAGO—A pin-point direct mail promotion using the services of Special Correspondents, Inc., Chicago, has paid handsome dividends to the Certified Alfalfa Seed Council.

The Council, through its agency, Richard Crabb Associates of Chicago, wanted to reach vocational agricultural students in 15 states. Special Correspondents broke down its vo-ag mailing list to the 15 states targeted. A reply card, with a description of the materials available and an invitation to order on a restricted basis, was sent to the vo-ag teachers in these states.

Over 2500 cards were returned by these instructors asking for the teaching aids offered. Many respondents took time to write comments on their cards in addition to basic information requested—which proved extremely valuable to the Certified Alfalfa Seed Council.

As a result of the 2500 replies, *more than 50,000* future farmers will be using the educational materials developed by the Alfalfa Council.

Both the Council and its advertising agency were extremely pleased, not only by the number of requests received, but also with the interest expressed by the vo-ag teachers.

As Richard Crabb, president of the agency, put it: "This has been an authenticated response giving assurance that the ordering of these materials was not done in a wholesale manner."

He went on to add, "We know, of course, that many other teachers who did not take time to reply were impressed . . . being pre-conditioned for the educational materials which our client will make available next year through Special Correspondents."

Special Correspondents, Inc., 230 E. Ohio St., Chicago, Ill., offers many similar services, including mailings to high school vocational counselors and home economics instructors among others. Write for particulars.

★ Dan Dailey
★ Jack Hawkins
★ Vittorio de Sica
★ Richard Conte

The Four Just Men

NOW SOLD TO . . .

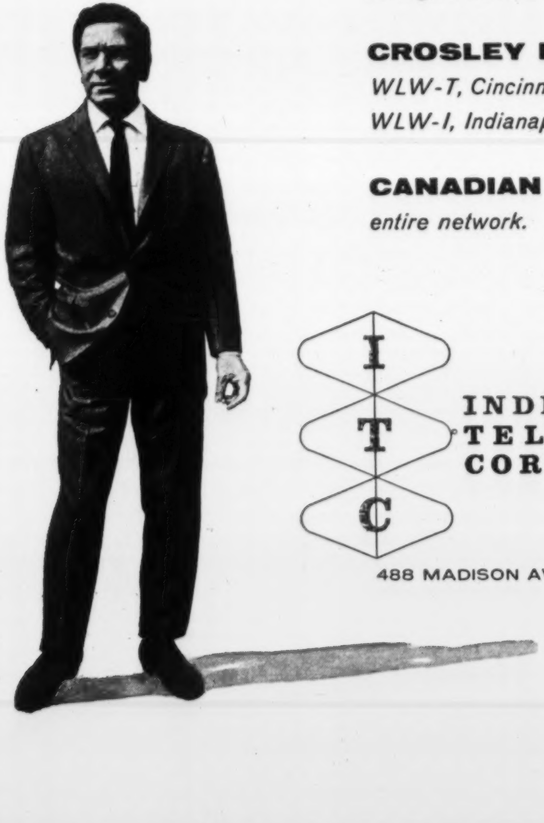
F. & M. SCHAEFER BREWING CO.
through Batten, Barton, Durstine & Osborn / 9 markets / Northeast.

DREWRYS LIMITED
through MacFarland, Aveyard & Company / 15 markets / Midwest.

STANDARD OIL COMPANY OF TEXAS
through White & Shuford / 11 markets / Texas and New Mexico.

CROSLEY BROADCASTING CORP.
WLW-T, Cincinnati; WLW-A, Atlanta; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis.

CANADIAN BROADCASTING CORPORATION
entire network.



I T C
INDEPENDENT
TELEVISION
CORPORATION

488 MADISON AVE. • NEW YORK 22 • PLAZA 5-2100

'Catholic Digest' to Rickard

Catholic Digest, New York, has appointed Joseph P. Rickard Associates to handle its advertising.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

Adman in the News . . . *H. F. Baldwin*

(*Continued from Page 3*)

of absence, joined the Office of Strategic Services, served in Europe and wound up as a colonel.

In between wars he worked as a reporter on the *New York World* and the *Columbus Dispatch* and then went to work as a space salesman on *Town & Country*. *Town & Country's* business manager, E. R. (Pete) Spaulding, left in 1925 to join the struggling *New Yorker*. Howard Baldwin followed him in September, becoming the sixth salesman on its staff, covering "travel, books, retail and Philadelphia." In 1927 he was sent to Chicago, where he covered a 16-state territory. "It was rugged—we were so local—you were treated like a theater program salesman.

Howard Baldwin

▪ The breakthrough in Chicago came through Art Kudner, then top creative man at Erwin, Wasey & Co. He liked *The New Yorker*, and Erwin, Wasey's recognition meant a lot. In 1929 Howard moved back to New York, leaving a two-man staff in Chicago (the staff is now six men, carrying more than $1,000,000 billing out of the office). *The New Yorker* had moved into the black in 1927, and there were 12 men on its sales staff. In 1933 he became national advertising manager, supervising the national accounts.

For more than 25 years Howard Baldwin had the somewhat ambiguous job of selling advertisers and riding herd on their copy claims. Hopefully trying to appear neither stuffy nor arrogant, it was his job to see that souped-up superlatives were toned down and that competitive claims were reconciled—"we won't let the magazine be a battleground."

BASE CANARD—*It isn't really true that editorial and ad people on The New Yorker never get together. They do—once a year at a reception. Here are R. E. M. Whitaker, veteran editor, and Howard Baldwin.*

The most difficult part of the publishing perimeter turned out to be cigarets; while *The New Yorker* leads in such categories as travel, liquor, men's wear, retail and perfumes and cosmetics, it hasn't done well with the cigaret field. Reason: Strict copy policy. It turned down L&M's "Just what the Doctor Ordered" and insisted that Kent change "proof" to "evidence"; both ran after copy changes.

▪ Besides the copy policy, there were such unusual aspects to the job as limiting liquor (held to a 16% quota), media (held to 200 pages), and selling advertisers on a standby basis for the big fall and winter issues.

For the four years from 1946 through 1950, Howard spent part of each summer in London, surveying the possibilities for a *New Yorker* sales office. In 1951 he opened the office and spent six months there. It was a congenial experience; he likes the British—possibly because it was the land of his birth. He was born to American parents in Oxford, where his father was on the faculty.

His father had come to Oxford as a Rhodes scholar, stayed to teach; his field was ancient languages—he could make notes in Sanskrit, adlib in Latin, read ancient Hebraic. He was killed in a railroad accident, and Howard's mother died from injuries stemming from the same accident about two years later. Howard and the other little Baldwins—six in all—came to the U. S. and were raised by their grandparents in upstate New York.

▪ The British office was quite successful; *The New Yorker* has consistently carried new British products finding their way into the U. S. market.

Howard's first wife died in 1945. In 1951 he married Patricia Snedeker of the magazine's travel staff, and they have two sons.

The New Yorker's business story has only been told in bits and pieces (AA, Feb. 21, '55, and Dec. 1, '47), while its editorial side has been fairly extensively covered. Howard Baldwin's book is supposed to amend this deficiency.

Looking back over three decades of magazine operation, he said briefly that, "I wouldn't go into the advertising business to be in the advertising business. I wouldn't have missed *The New Yorker* for anything. I think that people are lucky to be able to work at what they believe in." #

Baldwin Botsford Fleischmann Russell

SANS COATS—*At an outing a couple of years ago, the shirtsleeved New Yorker sales brass looked like this: Howard Baldwin, Stephen Botsfora, publisher, Raoul Fleischmann, board chairman, and A. J. (Joe) Russell Jr., ad director.*

Campbell Joins KPOP

Storer Broadcasting Co., Miami Beach, has appointed Wendell B. Campbell managing director of KPOP, Los Angeles. Mr. Campbell was formerly vp of RKO TeleRadio Pictures.

Promotion Index Sets Half-Year Record

The first half of 1959 was the most active six month period in incentive merchandising history, reports the semi-annual "Promotion Index" in the August issue of *Premium Practice*. Manufacturers' premium offers were 11% higher than during the first half of 1958 and 3.2% ahead of the last half of 1958, the previous high. Contests were up 10.5% over the first half of 1958, the previous high, and retailers' promotions increased 43.8% over the same period last year and 21% over the first half of 1957, the previous high.

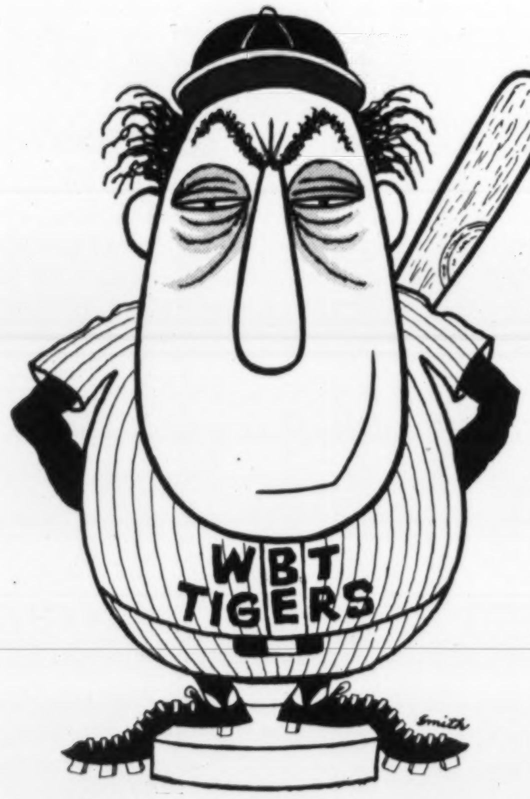
Leading the list of premium users were manufacturers of cleansers and bleaches, canned and frozen foods and breakfast cereals. Leading contest sponsors were those making flour, mixes and feeds, canned and frozen foods, pet foods and appliances.

Fredricks to 'Modern Grocer'

S. E. Fredricks has been appointed advertising manager of *Modern Grocer*, New York. He formerly was with Cook Publications for the past 20 years as advertising director.

Eckhouse Names Post VP

Martin Z. Post, formerly with Public Relations Newswire, has rejoined Robert D. Eckhouse & Associates, New York, as a vp. He was with Eckhouse three years ago.



we're on First again!

Actually, WBT doesn't get many singles. Most of our hits are home runs.

Like during the March 1959 area Pulse. We scored 214 firsts to our opponents' 2. There were 60 opponents, too!

Obviously, this is a pretty fast league. Our line-up of sluggers (Pat Lee, Grady Cole, Clyde McLean, Alan Newcomb and 22 others) always comes through to keep us on top.

Pitch in with the WBT team. Let our "murderer's row" of personalities, programming and power put your product in contention for the pennant in the nation's 24th largest radio market. Call CBS Radio Spot Sales for our box score.

WBT CHARLOTTE
REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

A Technique for Producing
IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

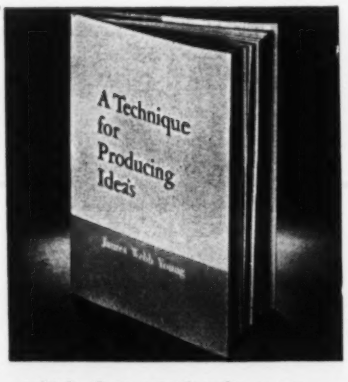
James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."



TV Film Pioneer Ralph Cohn Dies; Headed Screen Gems

POUND RIDGE, N. Y., Aug. 4—Ralph M. Cohn, 45, president of Screen Gems Inc., television subsidiary of Columbia Pictures Corp,. died Aug. 1 of a heart attack at his home here.

Mr. Cohn, a former Hollywood producer, was one of the first motion picture executives to realize that the new tv industry would provide an extensive market for filmed shows and commercials.

In 1947, after 13 years in Hollywood, he returned to New York and formed Pioneer Telefilms to produce tv commercials. Two years later, Columbia Pictures acquired Pioneer and renamed it Screen Gems. Mr. Cohn, who had submitted a 50-page memo to Columbia describing the potential for films on tv, was made general manager.

Screen Gems first major success came in 1951 when it was commissioned to produce seven half-hour films for the DuPont series, "Cavalcade of America." In 1951 also, when the Ford Motor Co. and its agency, J. Walter Thompson Co., developed the idea for the "Ford Theater," Screen Gems in competitive bidding submitted a price lower than the estimated cost of production. Mr. Cohn believed—correctly, as it developed—that he could take a loss on the first run and make his profit on reruns and secondary distribution.

■ Screen Gems, on its tenth anniversary this year, was one of the largest and most diversified operations in the field of filmed television. Its gross sales last year were $30,000,000. Among its shows are "Father Knows Best," "Alcoa-Goodyear Theater," "Shirley Temple's Storybook," "The Donna Reed Show," "Tales of the Texas Rangers" and "Adventures of Rin Tin Tin." The company's productions have been shown in 40 countries in six languages.

Mr. Cohn's father and uncle, Jack and Haarry Cohn, founded Columbia Pictures in 1924. Both brothers died two years ago.

Ralph Cohn was graduated from Cornell University in 1934. He then spent a year in the legitimate theater, as a stage manager, before going to Hollywood as an assistant producer. During World War II he joined the Signal Corps and was assigned to a unit that made training films. Following the war he teamed with Mary Pickford and Buddy Rogers to form Triangle Productions, which released its pictures through United Artists.

In 1958 Mr. Cohn was elected president of Screen Gems and was made a vp of Columbia Pictures.

ARTHUR CHADWICK

WESTON, CONN., Aug. 4—Arthur Chadwick, 47, a member of the advertising sales staff of *Life*, was found dead July 30 in his automobile.

State police said Mr. Chadwick's body had been discovered by his wife in the garage of their home. Police added that the automobile's engine had been running, but they declined to comment on cause of death. An autopsy was to be performed.

Bon Ami Ties in with Churches

More than 1,000 churches in metropolitan New York are participating with Bon Ami Co., New York, in a "good friend" project which provides direct cash contributions to participating churches based on returns of Bon Ami labels to the company. The campaign will run to the end of the year by which time it is estimated by Bon Ami that it will have contributed more than $100,000 to partcipating organizations.

Broman Moves to Pepsi

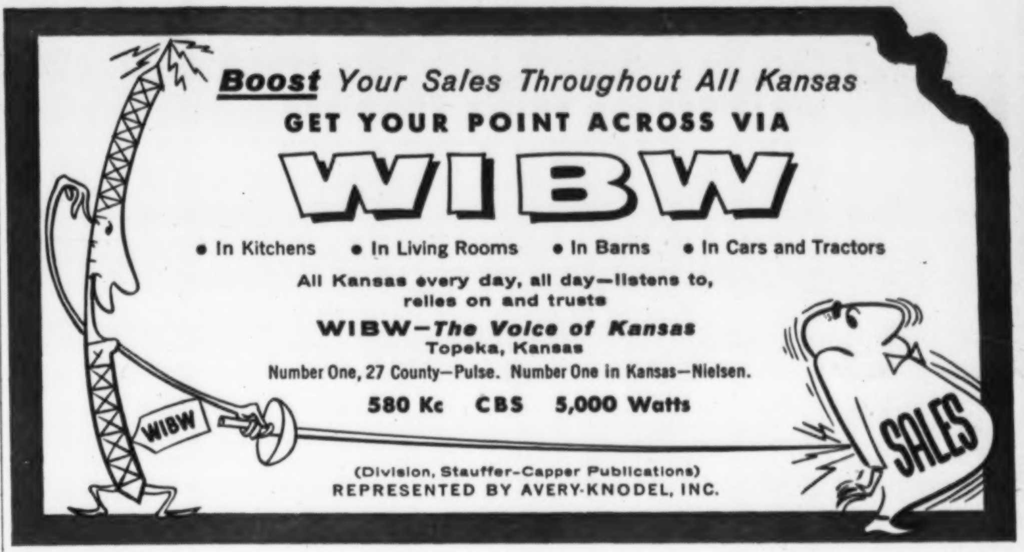
Carl Broman, formerly with Carling Brewing Co., Cleveland, as brand manager and marketing assistant to the president, has been appointed director of merchandising of Pepsi-Cola Co., New York, a new position. Mr. Broman was with Campbell Soup Co., Johnson & Johnson and Vick Chemical Co. before going to Carling.

Canada Radio Sales Up 45.9%

Sales of radio sets in Canada for the first three months of 1959 totaled 248,837, a 45.9% increase from the 170,520 sets sold during the same period last year, according to the Broadcast Advertising Bureau, Toronto.

Boyer Names Baker, Tilden

Boyer Chemical Co., Evanston, Ill., has appointed Baker, Tilden, Bolgard & Barger, Chicago, to handle its advertising of household chemical specialties. Boyer previously had no agency.



Boost *Your Sales Throughout All Kansas*

GET YOUR POINT ACROSS VIA

WIBW

- In Kitchens
- In Living Rooms
- In Barns
- In Cars and Tractors

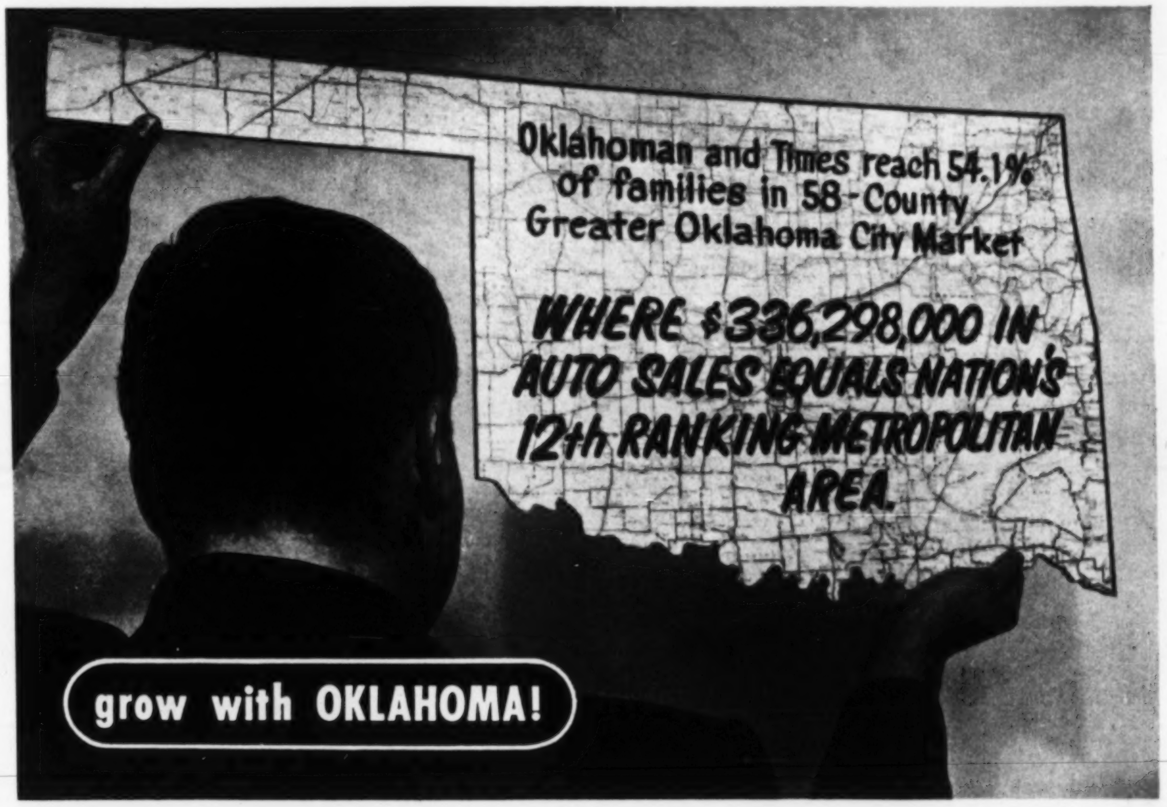
All Kansas every day, all day—listens to, relies on and trusts

WIBW—*The Voice of Kansas*
Topeka, Kansas

Number One, 27 County—Pulse. Number One in Kansas—Nielsen.

580 Kc CBS 5,000 Watts

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.


Oklahoman and Times reach 54.1% of families in 58-County Greater Oklahoma City Market
WHERE $336,298,000 IN AUTO SALES EQUALS NATION'S 12th RANKING METROPOLITAN AREA.
grow with OKLAHOMA!

The Greater Oklahoma City market—in terms of primary market delivered by the Oklahoman and Times—is a 58-county area of the state. Here the Oklahoman and Times daily combined circulation covers 54.1% of the families, Sunday circulation reaches 47.2% of the families. This is metropolitan type coverage of a 58-county area, effective circulation that makes this area an advertising market entity.

In this area, automotive sales in 1958 totaled $336,298,000. This makes the 58-county Greater Oklahoma City market equal to ranking in twelfth place among metropolitan areas in auto sales.

In the first five months of 1959, passenger car sales are already 28.2% ahead of the same period in 1958!

Are your sales sharing in this growth? Plan for solid sales growth in Oklahoma with a strong advertising schedule in this market's "total selling" media—The Daily Oklahoman and Oklahoma City Times.

Source: SRDS Consumer Market Data 1/1/59

Circulation—ABC Audit Report, Par. 13, 9/30/58

FREE Market Book

Send for this **FREE** data book on the OKLAHOMA CITY MARKET

Just request on your company letterhead.

Circulation Growing, Too!

March 31, 1959 Publishers Statement shows

total daily combined circulation	270,063	up 12,660
total Sunday circulation	242,783	up 5,572

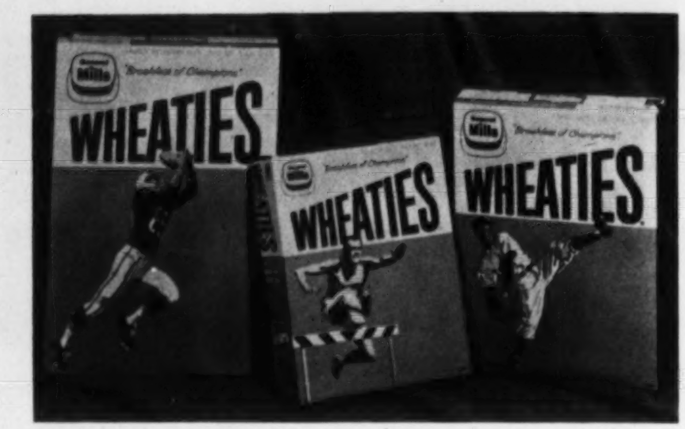
compared with ABC Audit, 9-30-58

THE DAILY OKLAHOMAN

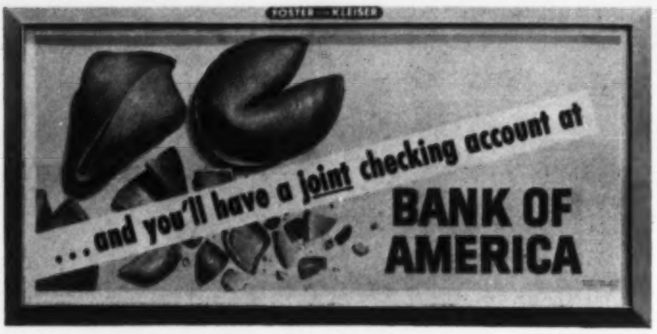
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co. Represented by The Katz Agency

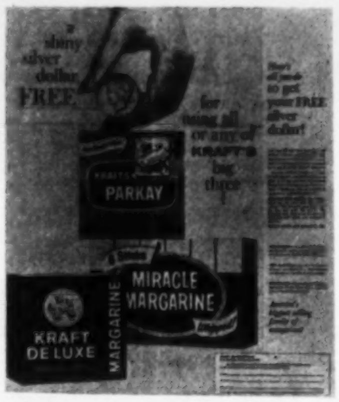
PHOTO REVIEW


General Mills
Breakfast of Champions
WHEATIES
WHEATIES
WHEATIES

NEW PACKAGE—*General Mills' oldest cereal, Wheaties, is now appearing in a new package. Original orange and blue colors are maintained, with brighter, cleaner looking design, GM says. Each of the three sizes features a different sports figure.*


FOSTER — KLEISER
...and you'll have a joint checking account at
BANK OF AMERICA

FUTURES—*Bank of America, San Francisco, uses a fortune-cookie theme on its new outdoor signs to lure new checking accounts.*


a shiny silver dollar FREE
for using all or any of KRAFT'S big three!
Here's all you do to get your FREE silver dollar!
PARKAY
MIRACLE MARGARINE
KRAFT DE LUXE
MARGARINE

TEST OFFER—*Kraft Foods, Chicago, is testing this premium offer via newspapers in Spokane, Yakima, Walla Walla and Winachi, Wash., after earlier tests in Providence, R. I., and Billings, Butte and Great Falls, Mont. The silver dollar is given in exchange for 10 flaps from cartons of Parkay, Miracle or De Luxe margarine. Needham, Louis & Brorby, Chicago, is the agency.*

Kunkel Morgan Cox McCrea Beauchamp

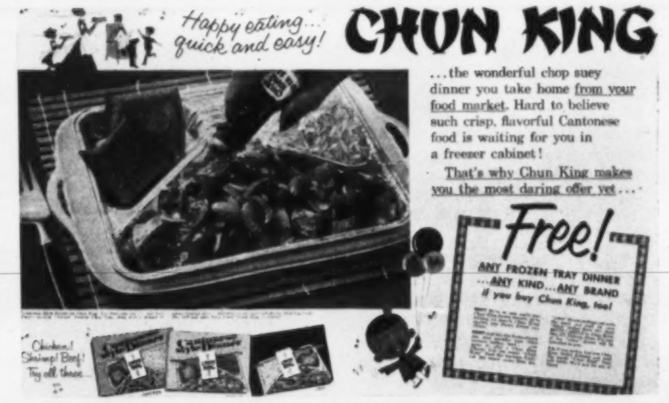
NEW OFFICERS—*Edwin R. Cox Jr., sales promotion manager of Atlantic Refining Co., has been elected president of the Poor Richard Club, Philadelphia. Other officers elected are A. Edward Morgan, exec vp, Richard A. Foley Advertising Agency, 1st vp; Reginald E. Beauchamp, director of special events, Philadelphia Bulletin, 2nd vp; Alfred C. McCrea, Reuben H. Donnelley Corp., secretary, and Andrew C. Kunkel, sales manager, Breyer Ice Cream Co., treasurer.*

Jay Lavenson Sr. Sherer James Lavenson

THIRTY—*Diana Sherer, newest staff member at the Lavenson Bureau of Advertising, Philadelphia, blows out candles on cake symbolizing 30th anniversary of agency. On-lookers are Jay Lavenson Sr., who founded the shop in 1929, and James H. Lavenson, president. Lavenson today bills about $3,000,000 and employes 30 persons.*

Sandvick Meeken Dooher Burr Harvey
Kissel Fox Tolleson Jorgensen Keast Clark Campbell
Rogers Beatty

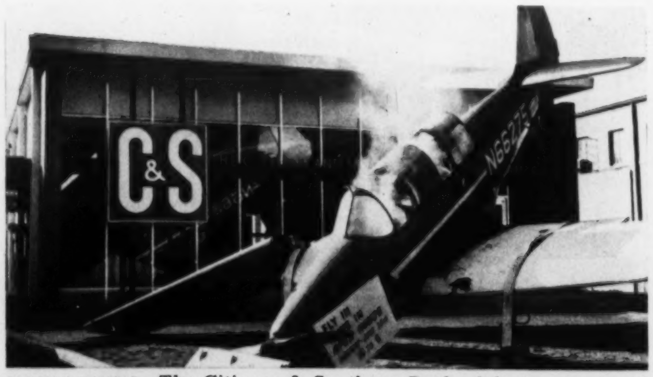
PAST PRESIDENTS—*These are past presidents of the San Francisco Advertising Golf Assn., assembled at an annual meeting: Wilmot P. Rogers, formerly with California Packing Corp., now retired; Claude S. Beatty, Eastland Douglas Co.; Milton Kissel, former Ladies' Home Journal rep, now a motel operator; Joseph R. Fox, McCann-Erickson; Walter Tolleson, NBC; Richard Jorgensen, Richard Jorgensen Advertising; Fred Keast Sr., formerly advertising sales manager, H. S. Crocker Co.; Charles Clark, James E. Munford Co., current president of the association; McCulloch Campbell, Fielder, Sorensen & Davis; Jon Sandvick, Saniford-Sandvick; Don Meeken, San Francisco Examiner; Joseph Dooher, Macfadden Publications; Roy J. Burr, Western Newspaper Union, and John Harvey, media rep.*


Happy eating... quick and easy!
CHUN KING
Free!
ANY FROZEN TRAY DINNER ...ANY KIND...ANY BRAND if you buy Chun King, too!
Chicken! Shrimp! Beef! Try all three...

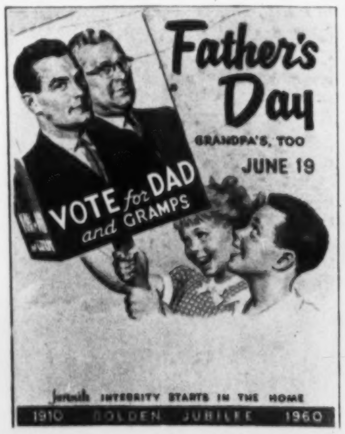
...the wonderful chop suey dinner you take home from your food market. Hard to believe such crisp, flavorful Cantonese food is waiting for you in a freezer cabinet!

That's why Chun King makes you the most daring offer yet...

OUR TREAT—*Chun King is so sure consumers will love its brand of frozen dinners, it offers in this color spread to buy the consumer a competing brand and let his taste buds decide which is best. The ad set for the Sept. 19 issue of The Saturday Evening Post, asks consumers to buy Chun King and another brand and return both labels for a refund on one of the dinners. Batten, Barton, Durstine & Osborn is the agency.*

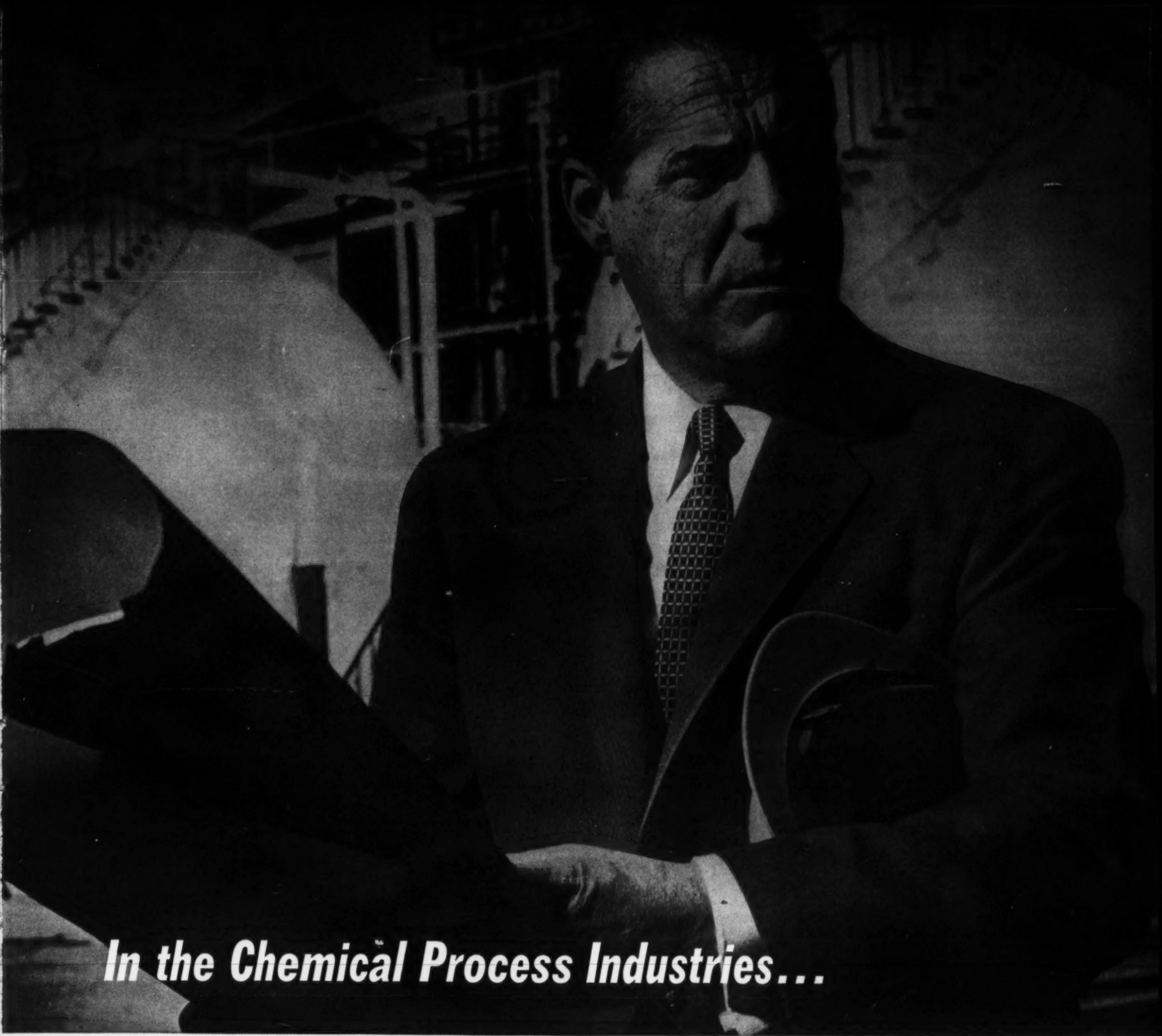


CRASH LANDING—*The Citizens & Southern Bank, Atlanta, was faced with a crisis. A branch had been finished and about to open, but the curbside sign had not materialized. The bank rented an old PT-26, simulated a forced landing in its front yard, thereby creating a traffic jam and opening-day attendance of more than 6,700 people.*


Father's Day
GRANDPA'S, TOO
JUNE 19
VOTE for DAD and GRAMPS
INTEGRITY STARTS IN THE HOME
1910 GOLDEN JUBILEE 1960

JUBILEE—*The 1960 Father's Day poster, prepared by the Father's Day Council, New York, stresses the 50th anniversary of the day.*

BLUE PACIFIC—*This four-color spread appearing in the September issue of Holiday will also include an insert of eight quarter-pages, which detaches as a booklet. The booklet gives tips on Qantas's Pacific tour. The ad was prepared by Cunningham & Walsh, San Francisco, under supervision of John Connor, vp and creative director. Copy was by Fred Manley; John Flack was art director.*


In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

Watch the driving force behind CPI progress . . . in new plant facilities, product development, engineering . . . in packaging, more strategic plant sites, new marketing methods. *Watch CPI-Management!* Department heads and above, they span every major function . . . from laboratory to pilot plant to production to front-office administration. Theirs is the responsibility to make profits . . . and no single group could be more concerned with the dollar-savings your equipment, materials or services can deliver. Your job's to tell them . . . in a place that gives you CPI-Management's attention while buying decisions are being made.

Chemical Week is that place! Factual, fast-paced, interpretive . . . it spans the overlapping interests of CPI-Management — *at all levels, in all functions* — both technical and non-technical. 29 full-time editors . . . the field's top weekly in advertising pages . . . with more than 41,000 *all-paid* circulation . . . read, preferred and subscribed to *independently* by more management men than any other chemical process magazine. Get the facts. Find out how to sell more to CPI-Management . . . *right here every week* . . . in Chemical Week!

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

200 Top Farm Paper Spenders, January-June, 1959-1958

Source: Farm Publication Reports Inc.

Rank	Advertiser	Jan.-June 1959	Jan.-June 1958
1.	Ford Motor Co.	$ 1,122,072	$ 1,068,227
2.	General Motors Corp.	934,894	1,065,736
3.	Massey-Harris-Ferguson	708,409	864,941
4.	International Harvester Co.	644,518	899,682
5.	J. I. Case Co.	593,717	504,276
6.	American Cyanamid Co.	591,032	607,006
7.	Deere & Co.	519,716	385,266
8.	Ralston Purina Co.	411,895	356,263
9.	New Holland Machine Co.	370,119	261,925
10.	Allis Chalmers Mfg. Co.	353,936	274,245
11.	Chas. Pfizer & Co.	352,898	376,516
12.	Goodyear Tire & Rubber Co.	332,991	328,151
13.	Firestone Tire & Rubber Co.	325,821	221,622
14.	American Tel. & Tel.	246,365	245.776
15.	General Electric Co.	243,373	270,020
16.	Oliver Corp.	242,531	191,625
17.	Eli Lilly & Co.	218,959	228,170
18.	American Home Products Corp.	218,771	118,114
19.	Allied Chemical & Dye Corp.	207,014	285,488
20.	R. J. Reynolds Tobacco Co.	201,873	144,638
21.	Standard Oil Co. of Indiana	189,335	151,417
22.	Standard Brands	186,172	184,074
23.	Nutrena Mills	185,020	83,122
24.	Chrysler Corp.	184,741	290,563
25.	Phillips Petroleum Co.	173,624	162,678
26,	Dr. Hess & Clark	167,980	125,558
27.	B. F. Goodrich Co.	162,904	150,048
28.	New York Life Insurance Co.	161,334	129,510
29.	Westinghouse Electric Co.	158,954	83,741
30.	Texas Co.	153,650	148,305
31.	Minneapolis-Moline Co.	152,731	95,277
32.	DeKalb Agricultural Assn.	151,476	141,701
33.	Carnation Co.	143,912	120,188
34.	Swift & Co.	143,847	85,108
35.	Abbott Laboratories	138,969	104,422
36.	Monsanto Chemical Co.	136,062	171,156
37.	Olin Mathieson Chemical	134,104	159,160
38.	Champion Spark Plug Co.	132,865	211,681
39.	U. S. Steel Corp.	132,314	141,434
40.	Northrup, King & Co.	125,960	93,667
41.	Kraft Foods Co.	124,342	2,832
42.	Spencer Chemical Co.	123,505	123,710
43.	Skelly Oil Co.	122,096	104,422
44.	Food Machinery & Chemical	117,933	97,226
45.	American Tobacco Co.	113,719	112,869
46.	Armour & Co.	113,359	162,215
47.	General Mills	113,189	137,851
48.	Campbell Soup Co.	111,325	101,940
49.	Moorman Mfg. Co.	106,130	112,226
50.	General Foods Corp.	105,791	82,573
51.	The Farmhand Co.	101,256	58,783
52.	Babson Bros. Co.	101,087	111,311
53.	Gehl Bros. Mfg. Co.	100,238	97,766
54.	Shell Oil Co.	99,716	156,604
55.	Avco Mfg. Corp.	98,376	98,162
56.	E. I. DuPont de Nemours & Co.	95,828	108,654
57.	Western Auto Supply	94,600	140,070
58.	Merck & Co.	94,465	125,273
59.	Virginia-Carolina Chemical	93,978	95,569
60.	Singer Mfg. Co.	87,315	—
61.	Caterpillar Tractor Co.	87,026	74,373
62.	Sperry & Hutchinson Co.	85,434	19,710
63.	Gambles stores	82,103	163,987
64.	Commercial Solvents Corp.	81,537	59,944
65.	Butler Mfg. Co.	81,320	67,671
66.	Philco Corp.	80,726	—
67.	Colgate-Palmolive Co.	77,849	71,554
68.	Weyerhaeuser Sales Co.	77,070	30,871
69.	Kellogg Co.	76,814	21,297
70.	Funk Bros. Seed Co.	76,136	49,053
71.	Dr. Salisbury's Laboratories	75,454	73,918
72.	Continental Oil Co.	75,309	90,082
73.	Murphy Products Co.	75,108	55,486
74.	Norwich Pharmacal Co.	73,095	83,661
75.	Pfister Associated Growers	70,383	28,608
76.	State Farm Mutual	69,811	103,133
77.	Ft. Dodge Laboratories	68,607	52,300
78.	National Steel Corp.	68,494	75,101
79.	James Cunningham & Son Co.	68,461	54,677
80.	Amchem Products	68,171	62,453
81.	Allied Mills	67,977	50,875
82.	F. S. Royster Guano Co.	66,708	41,386
83.	Cities Service Co.	65,658	68,481
84.	Union Carbide & Carbon Co.	65,550	30,963
85.	California Spray-Chemical	64,859	45,602
86.	Keystone Steel & Wire Co.	64,255	87,626
87.	Stauffer Chemical Co.	64,199	16,189
88.	Farnam Co.	61,905	29,458
89.	James Mfg. Co.	61,829	35 772
90.	The DeLaval Separator Co.	60,743	104,780
91.	Eaton Mfg. Co.	60,305	65 125
92.	Armco Steel Corp.	60,152	59,930
93.	Cockshutt Farm Equipment	58,900	27,400
94.	Kewanee Machinery	58,822	57,831
95.	Geigy Co.	58,569	9,466
96.	Western Condensing Co.	57,995	33,233
97.	Sinclair Refining Co.	57,020	89,740
98.	Nichols Wire & Aluminum Co.	56,181	1,850
99.	Farm Bureau	54,824	39,336
100.	Sherwin-Williams Co.	54,760	45,295
101.	Wisconsin Motor Corp.	54,559	51,587
102.	Honeggers & Co.	53,015	35,639
103.	Schering Corp.	52,909	2,110
104.	U. S. Rubber Co.	52,886	28,149
105.	Colorado Fuel & Iron Corp.	52,158	35,320
106.	Quaker Oats Co.	52,031	94,516
107.	Dairy Equipment Co.	51,873	64,743
108.	American Electric Light	51,390	60,636
109.	Illinois Farm Supply Co.	51,110	55,134
110.	Portland Cement Assn.	50,813	19,693
111.	Pillsbury Mills	50,648	40,955
112.	Masonite Corp.	50,381	40,195
113.	Wirthmore Feed Co.	50,002	49,863
114.	Olson Rug Co.	49,155	37,894
115.	Hanson Chemical Equipment	46,158	34,584
116.	Lundell Mfg. Co.	45,607	34,821
117.	Container Corp. of America	45,525	25,048
118.	LP-Gas Service	45,207	48,462
119.	Seven-Up Co.	45,000	44,850
120.	Aluminum Co. of America	44,909	30,849
121.	Fox River Tractor Co.	43,969	40,841
122.	Chemagro Corp.	43,903	41,467
123.	Hartford Fire Insurance Co.	43,650	22,830
124.	J. R. Watkins Co.	43,416	41,938
125.	F. E. Myers & Bros. Co.	43,017	83,218
126.	Electric Auto-Lite Co.	42,962	44,842
127.	Automatic Equipment Co.	42,795	50,401
128.	International Milling Co.	42,549	17,215
129.	Vitasafe Corp.	41,400	59,065
130.	Cooperative Gulf Exchange	40,791	22,390
131.	Meyer Mfg. Co.	40,505	17,982
132.	Ambassador College	39.934	26.268
133.	Andrew Jergen Co.	39,575	53,000
134.	Stauffer Home Planning Co.	39,046	31,200
135.	Brillion Iron Works	38 839	46,356
136.	Heston Mfg. Co.	38,733	29,356
137.	Lever Bros.	38,671	64.468
138.	Socony-Mobil Oil Co.	38,635	85,094
139.	American Agricultural Chemical Co.	38,606	64,846
140.	Starline Inc.	38,444	43,297
141.	H. D. Lee Co.	37,970	29,218
142.	Pittsburgh Plate Glass Co.	37.965	31,765
143.	Timkin Rollerbearing Co.	37,830	36,000
144.	Tyrex Inc.	37,350	—
145.	Balfour Guthrie & Co. Ltd.	36,995	42,421
146.	M. W. Gear Co.	34,383	30,360
147.	Kimber Farms	34,330	22,142
148.	A. O. Smith Corp.	34,126	39,930
149.	Johnson & Johnson	34,058	95,906
150.	Land-O-Lakes Creameries	33,686	40,545
151.	Badger Northland	33,217	21,706
152.	Kelly Springfield Tire Co.	32,850	32,400
153.	Oelwein Chemical Co.	32,445	40,415
154.	Pioneer Hi-Bred Corn Co.	32,207	43,205
155.	Republic Steel Corp.	31,815	5,175
156.	Oyster Shell Products Co.	31,769	31,760
157.	Esso Standard Oil Co.	31,410	21,155
158.	Hills Bros. Coffee	31,248	—
159.	Borg-Warner Corp.	31,142	51,098
160.	Kaiser Aluminum	30,735	9,533
161.	H. W. Naylor Co.	30,649	32,614
162.	Dow Chemical Co.	30.503	83,933
163.	Behlen Mfg. Co.	30,374	11,817
164.	Carey Salt Co.	30,285	28.838
165.	Corn Products Refining Co.	29,995	9,465
166.	Simplicity Pattern Co.	29,800	11,687
167.	John W. Eshelman & Sons	29,799	22,969
168.	Chilean Nitrate Educational Bureau	29,660	28,072
169.	H. D. Hudson Mfg. Co.	29,650	27,734
170.	D-Con Co.	28,643	105
171.	Federal Chemical Co.	28,611	15,708
172.	Sioux Steel Co.	28,062	10,411
173.	Inland Steel Products Co.	27,809	22,253
174.	A. E. Staley Mfg. Co.	27,761	31,704
175.	California Packing Corp.	27,718	9,700
176.	Knights of Columbus	27,584	29,608
177.	Wolverine Shoe & Tanning	27,520	21,259
178.	Lindsay Bros. Co.	27,488	16,002
179.	Int'l Minerals & Chemical	27,164	49,346
180.	Midland Cooperative	26,932	38,404
181.	Perfect Circle Corp.	26.845	20 705
182.	Avon Products	26,394	26,394
183.	Char-Lynn Co.	26.058	20,654
184.	Consumers Cooperative	25,984	30,565
185.	Homelite Corp.	25 230	19,464
186.	Granite City Steel Co.	25,110	23,180
187.	U. S. Independent Telephone	24.900	14,620
188.	Mid-South Chemical Co.	24,816	1,281
189.	Chore Boy Milker	24,814	2,402
190.	Red Wing Shoe Co.	24,662	7,887
191.	Western Land Roller Co.	24,611	24,905
192.	Rilco Laminated Products	24,186	24,288
193.	Anchor Serum Co.	24,184	12,971
194.	Homasote Co.	23,928	16,295
195.	Whirlpool Corp.	23,571	7,650
196.	Gland-O-Lac Co.	23,444	23,358
197.	A. R. Wood Mfg. Co.	23,145	16,915
198.	McGraw Electric Co.	22,988	9,000
199.	Servis Equipment Co.	22,891	11,734
200.	Speed Queen Corp.	22,389	18,893

Lather Shaving

DOCTORS, EN GARDE—*What's new in the doctor's mailbox? Barbasol Co. shows a stack of reply cards it got from a mailing, "Lather Shaving and Skin Antisepsis." The mailing offered two free cans of Barbasol Presto Lather. George J. Walsh & Co., New York, was the agency. Meanwhile, Abbott Laboratories, Chicago, which handles its own promotion to the medical profession, is giving away some 45,000 Perfecto Garcia Senators to promote its new prenatal vitamin-mineral supplement, Pramilets.*

Dallas Company Pushes Its New Ad Medium—School Kids' Bus Shelters

(*Continued from Page 2*)

may pooh-pooh it," Mr. Cable said, "but it is a fact, which I have checked, that people do read the advertising on shelters for children. I stationed myself inside one of the shelters outside of Houston and watched the reactions of drivers, on a number of occasions, for several hours."

■ Another important advertising value related to this general reaction was described in the eight-page advertising section:

"Shelter billboards have excellent so-called 'association value' . . . the emotional response evoked by the medium itself. The shelters are there to protect children . . . are part of an organized safety program . . . and have, on the whole, an altruistic rather than a strictly commercial purpose."

■ Advertising contracts limit displays to those products and services associated with children, and penalize the franchised dealer if he violates the restriction against cigarets, beer and other advertising definitely *not* associated with children.

Advertisers sign three year contracts, Mr. Cable explained, which require them to make monthly payments. The dealer agrees to erect the shelter at the agreed school bus stops, paint the advertiser's message on both sides in Scotchlite paint—so that he has both day and night advertising—and maintain both the shelter and the sign by visits that are at least of monthly frequency.

■ There are 69 shelters in the Houston area and in Shreveport a baking company has 40 leased for its advertising. The Dallas newspaper section contains a list of 69 advertisers in 12 states. Changes in the message within the three-year period can be written into the advertising contract at an additional cost.

The shelters on which the advertising is mounted are made of heavy-gauge galvanized steel, enclosed on three sides and equipped with sturdy benches. The supports are firmly anchored, tested against strong winds, and have protection against lightning. #

de Garmo Adds Tode's Garlic Bread, Gibson & Co.

Tode's Inn, Ridgefield, Conn., has appointed de Garmo Inc., New York, to handle advertising and promotion for its first consumer product, a French type garlic bread, which will be distributed in limited regional markets and advertised through a newspaper campaign breaking this fall. The bread, available plain or with cheddar cheese, is the first in a planned series of consumer food products.

de Garmo also has been named to handle advertising for C. R. Gibson & Co., Norwalk, Conn., book publisher, effective Sept. 1. The present agency is Koehl, Landis & Landan.

Weiss & Geller Adds Davega Stores, Terry Candy Co.

Davega Stores Corp., New York, appliance and sporting goods chain, has appointed Weiss & Geller, New York, to handle its advertising. Max Geller, president of the agency, is among the group that recently purchased Davega and Mr. Geller is chairman of Davega. The agency said the budget will be "much more than $500,000."

Weiss & Geller also has been named to handle advertising for Terry Candy Co., Elizabeth, N. J.

Structo Buys Two TV Shows

Structo Mfg. Co., Freeport, Ill., toy manufacturer, has purchased "Captain Kangaroo," a network tv show on CBS, and "Ding Dong School," a syndicated tv film show which is scheduled to be seen in 100 cities. The programs will start Sept. 14 and will run 13 weeks. Erwin Wasey, Ruthrauff & Ryan, Chicago, is Structo's agency.

Milani's Italian Dressing
another proud product of
Milani

HIGH FASHION—*Louis Milani Foods, Los Angeles, is using a high-fashion motif in ads running in Sunday supplements and newspaper food sections in 33 markets. Donahue & Coe is the agency.*

By '65 New Wares to Be 50% of Retail Drug Sales: Partner

FORT WORTH, Aug. 4—Products not available today will account for about 50% of retail drug sales in 1965.

James W. Partner, vp of Audits & Surveys Co., New York, made this prediction last week before the Texas Pharmaceutical Assn.

Mr. Partner noted, for example, that a complete line of geriatric products will appear in the 1960's as a result of the anticipated increase in the 65-and-over population.

He also pointed to expanded markets for photography products, cosmetics, toiletries and products associated with travel. #

Ice-O-Derm Goes National; New Agency to be Named

Shulton Inc., New York, will introduce Ice-O-Derm on a national basis to the teen-age market beginning Sept. 1 with magazine pages, spot radio in 45 major markets and newspaper advertising, including cooperative advertising. Retailing at $1, Ice-O-Derm is an antiseptic astringent for treatment of acne and related skin conditions.

The account has been handled by Wesley Associates, but a new agency, in the pharmaceutical field, will be named for the national introduction.

McKay Joins Scantlin

William A. McKay has joined Scantlin & Co., Phoenix agency, as an account executive. Mr. McKay was formerly an account executive with Park Lee Ltd., Phoenix.

Culver, Franklin Join Forces

Culver-Herald Engraving Co., Rochester, N. Y., and Franklin Engraving Co., Rochester, have joined to form Culver-Franklin Engraving Co. Frank A. Schifferli, president of Culver-Herald, becomes president of the new organization, and Harry J. Speck, president of Franklin, becomes chairman of the board of Culver-Franklin. The new company will continue operations at both old companies' present addresses.

Mendelsohn Agency Expands

David J. Mendelsohn Advertising, New York, has named three vps and moved to larger quarters in the Empire State Bldg. Kent S. Johnson, account executive with the agency since 1957, has been named 1st vp. Joseph Bickel, art director since 1955, has been appointed vp in charge of art direction, and Stephen P. Parke, who joined the agency this year as an account executive, has been named a vp.

King Soap Launches Campaign

White King Soap Co., Los Angeles, has launched a campaign to promote its White King liquid detergent. The promotion features an on-the-package premium of a plastic dish scraper. The campaign is supported by newspaper and radio advertising and in-store shelf-talkers.

Sell the* Inner Circle *and you've sold the
Conservative Protestant Church Market

Church Leaders
Buy Building Products

Hundreds of new Protestant Churches are built each year! To help Pastors and Church Officers we offer them plans, ideas and suggestions in "Christian Life's" Church Building Packet. In nine months, 137 plans were sold and 91 churches completed so far. Investigate this growing market for building products and other products used in Church operation and maintenance. Write for factual brochure.

PASTORS · SPECIAL COMMITTEES · BOARDS · CHURCH

Over 140,000 Conservative Protestant Churches

A $2 billion Market

Christian Life
The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO
delivers more for the money

Beeline radio covers 3 of the top farm income counties in the nation, including Fresno County, the national leader. If you're interested in cotton-picking, turkey-plucking counties, Fresno is number two in both. For an added fillip, there's Stanislaus County, number one in peaches, number two in dairy.

Agriculture is a big business — and a very profitable one. Dip into this rich market with a message on Beeline radio.

Purchased together, Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand.
(SR&D & Nielsen)

Cotton combine harvests cotton in the Fresno area

KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Conflicting Audits Weary Advertiser, Seminar Warned

EVANSTON, ILL., Aug. 4—Business publications auditing and the agency 15% commission system both came under attack Sunday by Richard H. Koehler, sales director of the Le Roi division of Westinghouse Air Brake Co., Milwaukee.

"Advertisers are growing weary of conflicting ABC (Audit Bureau of Circulations) and BPA (Business Publications Audit) audit figures which are not based on the same information and cannot even be compared," Mr. Koehler said. He spoke at the opening session of the first annual seminar for business publication executives, sponsored by the business press institute of the Northwestern Medill School of Journalism.

Advertisers sometimes despair of comparing rival magazines in a given field, he said. "Why isn't all the available information given out, based on the same kind of facts? What have you got to hide?"

■ Mr. Koehler, who has served as chairman of the media practices committee of the National Industrial Advertisers Assn., predicted that under growing pressure to cut costs, ad managers will be forced to take closer looks at competing business publications.

"They are going to start asking why. 'Where did you get these subscribers?' 'Why are your audit figures not based on comparable facts with the figures of your competitor?'

"I'm not suggesting that there is any skullduggery on the part of publishers concerning the obtaining of new subscription lists," he said. "But I am suggesting that advertisers pinched by economy drives are going to start asking how a magazine has come up with 2,000 new subscriptions in a year, in spite of the fact that this same magazine previously claimed to be covering 90% of the market.

"I am not sure the advertiser needs these additional 2,000. I am not sure he can afford it."

■ Turning to the agency commission system, Mr. Koehler termed it "an outdated custom—I will not dignify it by calling it a business practice.

"You sell to the advertisers, not to the agencies," he told the group. "Why do magazines then pay the agencies 15%? I take issue with this custom.

"An agency's service is the only thing we must buy whether we want it or not. A continuation of the agency system is not aiding you one bit," he said.

Mr. Koehler emphasized that agencies perform legitimate services, and that he was not arguing against them—only against the 15% commission system as a form of agency payment.

He added that the commission system is "one of the biggest problems facing the industry. The sooner you rid yourself of it, the sooner you will be better accepted by advertising managers and people in business." #

Larry Kelley Opens Agency

Larry Kelley & Associates, a new advertising, marketing and pr agency, has opened at 2212 Foshay Tower, Minneapolis. Mr. Kelley formerly was account executive at White, Herzog & Nee, Minneapolis. Accounts in the new agency include Culligan Sales Boosters, Minneapolis; Foldcraft Co., Mendota, maker of folding furniture; Minnesota Water Conditioning Assn.; Water Conditioning Assn. International, Wheaton, Ill., and Regal Industries, Minneapolis, manufacturer of boat tops, windshields and canvas products.

New Pillsbury Chiffon Float Mix
Pillsbury
Pillsbury
2 New Pillsbury Boston Cream Pie Mixes
Rich Chocolate flavor or Creamy Vanilla flavor
CHOCOLATE FLAVOR
VANILLA FLAVOR

NEW MIXES—*These four-color pages will introduce three new Pillsbury dessert mixes in September issues of Ladies' Home Journal, McCall's, Family Weekly, Parade, This Week Magazine and independent supplements. The mixes—lemon chiffon float dessert and chocolate Boston cream pie and vanilla Boston cream pie, are expected to be in national distribution by Sept. 1. Leo Burnett Co. is the agency.*

Ptak, Richter, Phee Opens as New Phoenix Agency

Ptak, Richter, Phee, a new agency, has opened at 4344 E. Indian School Rd., Phoenix. Roland D. Ptak and Henry C. Richter formerly operated Ptak & Richter Advertising/Design in Phoenix. Jordan Phee formerly was a creative director at W. B. Doner & Co., Chicago.

New accounts for the agency include Arizona Color Film Processing Laboratories, Cavalier Homes, Swanson Co., plastic products, and Arizona Ranch House Inn, all in Phoenix.

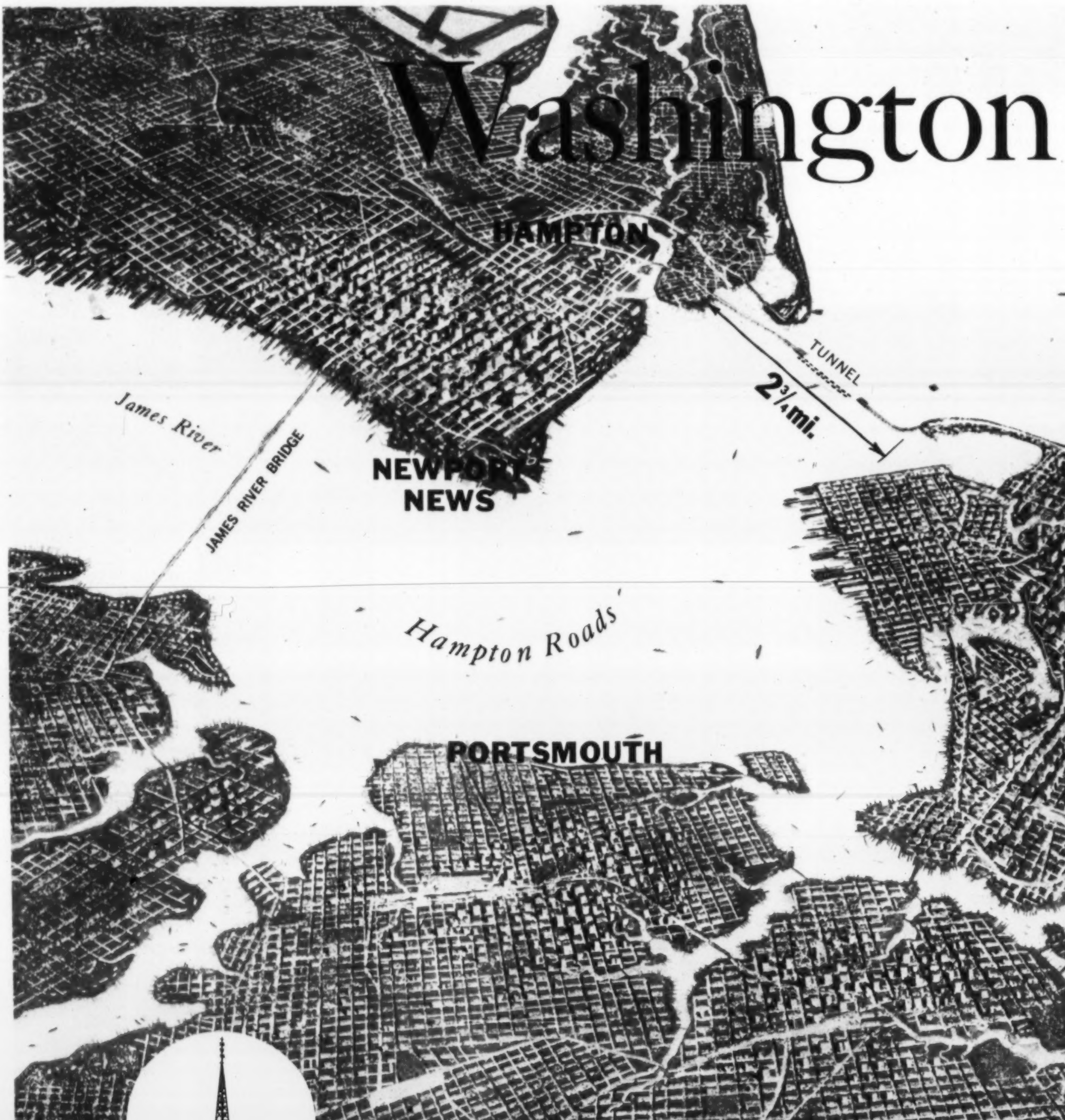
Waddey, Gwaltney to Zimmer

Gwaltney Inc., Smithfield, Va., meat packer, and Everett Waddey Co., Richmond, Va., printers and office supply and furniture store operator, have appointed Zimmer-McClaskey-Frank, Richmond, Va., to handle their advertising. Robert M. Gamble Inc., Washington, is the former agency for Gwaltney.

Is Litigation a
PROBLEM
in Contests?

It can be. Unqualified contest judging has resulted in expensive litigation and bad publicity for some advertisers. This has never happened to our clients. They are protected against any possible loss by our experience and an unequivocal guarantee of indemnification.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING
104 E. 25th St., N.Y. 10 · OR 7-4600
(In Chicago: Dial 211 and
Ask Operator for Enterprise 4531)

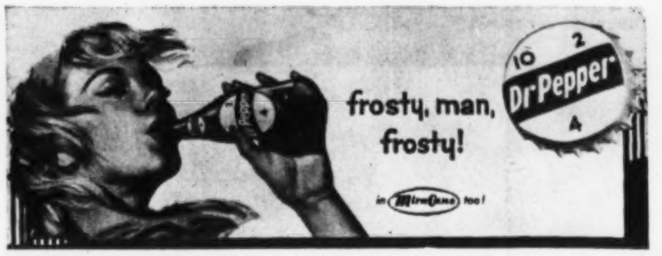


Aviation Publications Expands Sales Duties

Walton E. Brown, advertising sales manager of *Missiles & Rockets*, has been given the additional duty of sales manager of *Armed Forces Management*. Both are published by American Aviation Publications, Washington. AAP also widened the duties of Gerald T. O'Mara, advertising sales manager of *Airlift*, to include *Air Cargo, World Aviation Directory* and *Aircraft Yearbook*.

Renault Campaign Launched

John Green Corp., West Coast distributor for Renault cars, has launched a campaign stressing the virtues and engineering advantages of the rear-engine Renault. The first ad was a half page in the *Los Angeles Herald & Express*. The series will continue in four Los Angeles newspapers and in the San Francisco and Oakland dailies through Aug. 14. Promotional Advertising, Los Angeles, is the agency.



BREEZY BULLETIN—*Dr. Pepper Co., Dallas, soft drink maker, is using eight rotating painted bulletins in the Los Angeles market, through Pacific Outdoor Advertising Co. Grant Advertising Inc., Dallas, is the agency.*

Firestone Names Hathaway

Earl B. Hathaway has been named vp for sales of Firestone Tire & Rubber Co., Akron. The new position coordinates sales of rubber, metals, plastics, synthetics, textiles and chemicals. Charles L. Largent, formerly eastern division manager, replaces Mr. Hathaway as general trade sales manager.

Mason Heads Copy Club

Philip E. Mason, of MacManus, John & Adams, has been elected president of the Detroit Copy Club, Detroit. Other officers are Theodore J. Wilner, Ross Roy Inc., vp; Dick Candor, Campbell-Ewald Co., secretary, and Howard G. Pennington, J. Walter Thompson Co., treasurer.

75-Mile Limit Bill Would Kill Baseball on TV, Fellows Says

WASHINGTON, Aug. 4—Network telecasting of major league baseball would no longer be economically feasible for advertisers if a 75-mile black-out were imposed, Harold E. Fellows, president of the National Assn. of Broadcasters, warned last week.

This warning was contained in a statement filed with the Senate judiciary subcommittee on anti-trust and monopoly, which resumed hearings this week on conflicting bills to give professional sports partial exemption from monopoly laws.

One of the pending bills is a slightly amended version of a 1958 bill by Sen. Kenneth Keating (R., N.Y.), which passed the House but bogged down in the Senate due to controversy over broadcasting restrictions. The Keating bill would force tv networks to black out stations located within 75 miles of minor league cities.

The proposal would also apply to football, basketball and hockey and would cover the entire day on which any local professional team was playing a home game. The restrictions would apply to radio as well as tv.

■ At present, according to the Fellows' statement, 183 tv stations televise major league baseball. Of these, 90 would be blacked out entirely under the 75-mile restriction, 58 would be prevented from carrying at least 50% of the games, and 35 would be unaffected.

"It is estimated that the total potential television audience in non-major league cities is 22,800,000 television homes which represents approximately 77,000,000 people," he said. Of these about 12,850,000 homes, or nearly 44,000,000 people, are served by stations which would be blacked out all of the time.

While the NAB spokesman concentrated his fire on the Keating bill, he also opposed broadcasting provisions of the bill sponsored by Sen. Estes Kefauver (D., Tenn.). This bill would allow a black-out of tv sports telecasts from stations located a "reasonable" distance from where local games are played. The decision as to how to interpret "reasonable" would be left up to the Federal Communications Commission. #

Keystone Names Tucker; Adds Six Affiliates

Charlotte C. Tucker has joined Keystone Broadcasting System, Chicago, as director of station relations. Mrs. Tucker succeeds Blanche Stein, who resigned to move to New York.

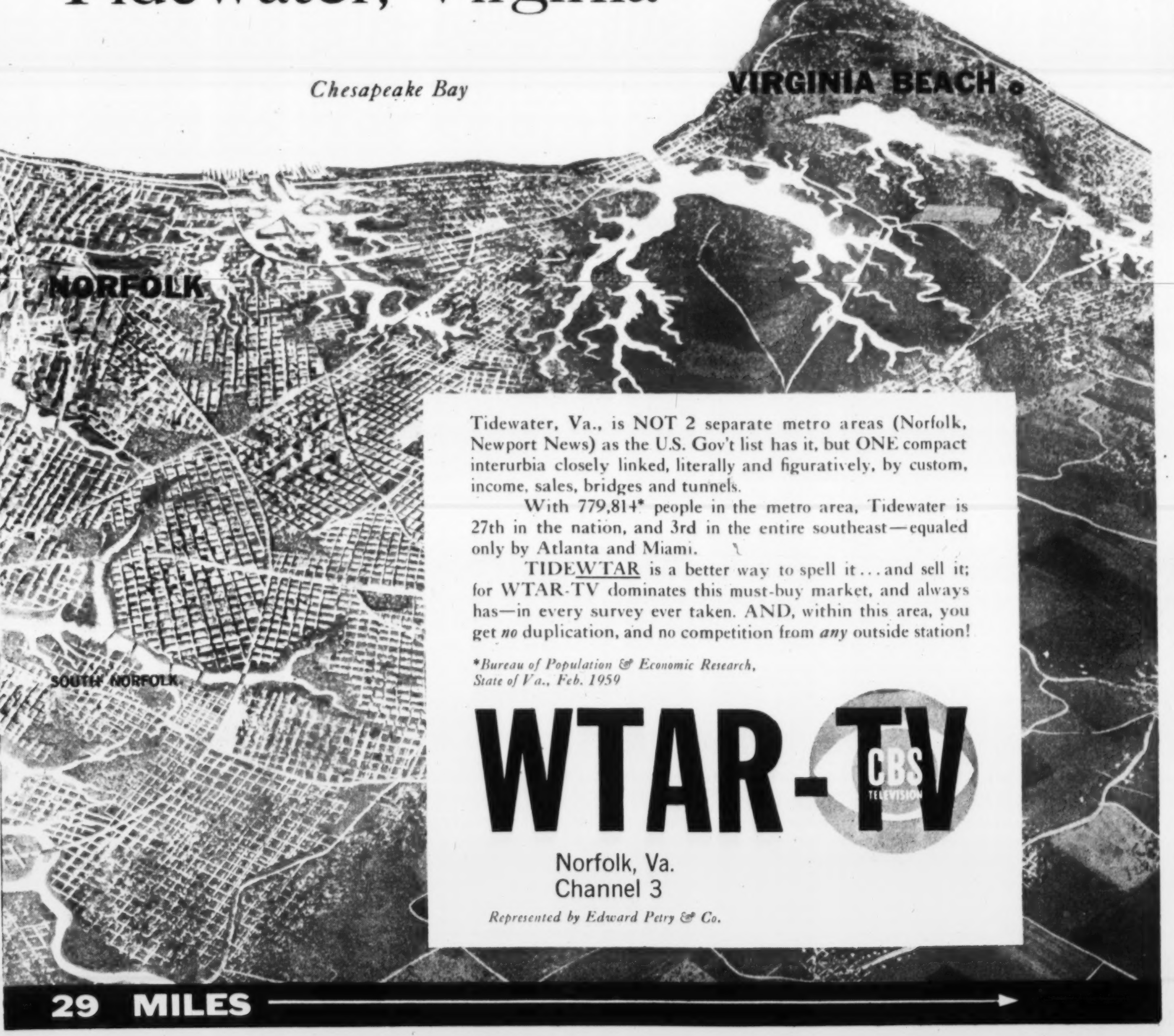
Keystone has also added six new affiliates. They are WJBD, Salem, Ill.; WLBI, Denham Springs, La.; WIOS, Tawas City, Mich.; KQDI, Bismarck, N. D.; KURY, Brookings, Ore., and WWRI, West Warwick, R. I.

'Lumberman' Promotes Two

Duke Lynch, advertising sales manager of *American Lumberman*, Chicago, has added the duties of promotion manager. Robert Dietmeier, formerly editor of the coin machine division of *Billboard*, has been named merchandising editor, a new post.

Slipped Here!

Tidewater, Virginia



Tidewater, Va., is NOT 2 separate metro areas (Norfolk, Newport News) as the U.S. Gov't list has it, but ONE compact interurbia closely linked, literally and figuratively, by custom, income, sales, bridges and tunnels.

With 779,814* people in the metro area, Tidewater is 27th in the nation, and 3rd in the entire southeast—equaled only by Atlanta and Miami.

TIDEWTAR is a better way to spell it . . . and sell it; for WTAR-TV dominates this must-buy market, and always has—in every survey ever taken. AND, within this area, you get *no* duplication, and no competition from *any* outside station!

**Bureau of Population & Economic Research, State of Va., Feb. 1959*

WTAR-TV
CBS TELEVISION

Norfolk, Va.
Channel 3

Represented by Edward Petry & Co.

COVER THE

MUNICIPAL MARKET
MAYOR MANAGER
LAW AND ORDER

MAYOR and MANAGER covers the 7,683 (BPA) men who do the buying and planning for more than 6,000 U. S. communities with populations 1,200 or over. Show them how your product or service can help them do a better job and you've made a sale in the giant $35 billion municipal market.

LAW and ORDER covers the 7,415 (BPA) police executives who buy $2½ billion worth of police equipment and supplies. An average total circulation of 12,834 (BPA) makes it the most widely read police publication! Cover this vital group at less than 1½¢ per contact.

BPA

MAYOR and MANAGER
LAW and ORDER

72 W. 45th St. - New York 36, N. Y. • MU 2-6606

WGN-TV Sets Music Series

WGN-TV, Chicago, will present "Great Music from Chicago," a series of 26 weekly color telecasts beginning Oct. 18. Among those scheduled to appear during the series are Dorothy Kirsten, John McCollum, Grant Johannsen, Hans Rosbaud, Count Basie, Kai Winding, Woody Herman and Sarah Vaughn and Cozy Cole. Sponsors have not yet been announced.

GM Promotes McNaught

Waldo E. McNaught, formerly director of pr of the Buick division of General Motors Corp., Detroit, has been named manager of divisional relations on the central GM public relations staff. He has held the Buick post since 1950.

Perry Joins Maxwell

Bond Perry, formerly sales promotion manager of Schick Inc., has joined the creative staff of Maxwell Associates, Philadelphia.

EASE CREATIVE WORRIES

Agencies geared for publication ads haven't time for supp'emental media. If clients want direct mail, dodge a creative job by recommending the motto campaign. It creates good will and boosts sales. Works fine for your own promotion, too.

FREDERICK E. GYMER
2121 E. 9th St. Cleveland 15, O.

Coverage, Impact, Results!

You get them *all* in The Star,
first choice paper in Montreal's
English market.

Market data on request.

Seaway Open To Commerce

The Montreal Star
Represented nationally by
O'Mara and Ormsbee Inc

NEW BUILDING—*Bozell & Jacobs is joining with two other companies to build this 12-story building and an adjoining multi-level parking garage for its home office in Omaha. A construction company and an engineering and architectural company are joining the agency in sponsoring the building. The three companies will share half the building and the remainder will be rented.*

FCC Reopens Case of Orlando Channel

WASHINGTON, Aug. 4—Channel 9, Orlando, Fla., is up for grabs again; the Federal Communications Commission has ordered reopening of the record to determine what part "influence" played on the original award.

The case was remanded to FCC by the U. S. court of appeals for the District of Columbia. Mid-Florida Television Corp., which was granted a license for WLOF-TV, is opposed by WORZ Inc.

FCC ordered a hearing to determine "whether any of the members of the commission who participated in the proceedings should be disqualified in the reopened proceedings; whether any person or persons influenced or attempted to influence any member of the commission in any manner whatsoever except by the recognized and public processes of adjudication; whether any party to the proceedings directly or indirectly secured, aided, confirmed, ratified, or knew of any misconduct or improprieties in connection with the proceedings; and to determine, in the light of the facts adduced upon the foregoing issues, whether any of the applicants should be disqualified . . ."

■ Date for the new hearing has not been set, but interested parties have until Aug. 10 to file requests to participate.

NEW TRIAL SET FOR MACK, WHITESIDE

WASHINGTON, Aug. 4—A new trial of former Federal Communications Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, both charged with conspiracy and bribery in the Miami Channel 10 case, will be held in district court here starting Nov. 3.

The first trial resulted in a hung jury, 11-to-1 for conviction, after a prolonged case. The Department of Justice asked for a speedy retrial, and Chief Judge F. Dickinson Letts set the new date. #

Socony Deals Made Only to Compete, FTC Examiner Finds

WASHINGTON, Aug. 4—Equipment and services provided automobile dealers by Socony Mobil Oil Co. are offered only to meet competition, a Federal Trade Commission hearing examiner ruled today in ordering dismissal of a restraint of trade complaint.

In rejecting charges made in 1957, Examiner Robert L. Piper found that Socony's practices do not substantially lessen competition nor induce dealers to stock Socony oils and greases instead of competing products.

The initial decision points out that before World War II, car dealers were supplied with relatively inexpensive dispensing equipment. Since then, competition for this market has led suppliers to offer lower prices and quantity discounts, plus costly lubrication equipment, and other extras.

The examiner rejected the claim of FCC counsel that Socony's greater financial resources allowed it to offer better deals than smaller competitors. The record shows, he ruled, that Socony makes competitive offers only when forced to do so.

The examiner pointed out there is a difference between competing successfully and competing unfairly. He stated: "If successful competition, which lessened competition by capturing a greater share of sales by means of lower prices, etc., is outlawed as an unfair method of competition, all real competition will cease and the very objective sought by the anti-trust laws—better products at lower prices achieved by the forces of real competition in the marketplace—will be negated." #

Corn Belt Elects Thieman

Homer L. Thieman, formerly exec vp of Corn Belt Publishers, Chicago, has been elected president of the company, succeeding the late Ward A. Neff. Foster C. Palmer, director of purebred livestock advertising for the Corn Belt Farm Dailies and manager of local advertising for the *Drovers Journal*, has been elected secretary.

Do you know this man..
Together

This is Clinton Richards, named as "Outstanding Farmer" and "Master Soil Conservationist" in his home county in northeastern Iowa. With his wife and four children, Mr. Richards lives on his 240-acre farm near New Hampton, and operates an additional 420 acres nearby. Busy as he is raising Hereford cattle and varied crops, Mr. Richards finds time to be active in church and community affairs. Like so many TOGETHER readers, Clinton Richards is a substantial influence in his community. He is quite typical of the 900,000 families in TOGETHER's selected audience of prime prospects for what you sell.

Together Published by The Methodist Publishing House
740 RUSH STREET • CHICAGO 11

New Harris Bill Would Create U.S. Frequency Agency

WASHINGTON, Aug. 4—A new super agency to allocate frequencies of the radio spectrum has been proposed in a bill by Rep. Oren Harris (D., Ark.), chairman of the House commerce committee.

The bill stems from a recent hearing on the government's use of spectrum space, with particular reference to frequencies allocated to the Department of Defense and other government agencies. Rep. Harris said the hearing showed that spectrum space is "loosely managed and inefficiently utilized."

■ Harris proposed establishment of a three-member "frequency allocations board," as well as a new post in the White House, "government frequency administrator."

The Federal Communications Commission would continue to assign frequencies as it does at present. The bill opens up the prospect of a re-shuffle of tv channels, which could lead to either more or less allocated to commercial broadcasting. #

Push Set for California Wines

The Wine Advisory Board, a promotion wing of California wine growers, will use "Wine makes it wonderful" as the theme for a six-phase ad program it will launch in September for fiscal 1959-1960. The campaign will use magazines, trade publications, newspapers in 60 major markets and tv in 15 markets. Point of purchase materials and table tents for restaurants will also be used. The six phases of the drive will promote sherries, champagnes, port, burgundies and sauternes and roses. Roy S. Durstine Inc., San Francisco, is the agency.

YOUR ADVERTISING DOLLAR IN FRENCH CANADA

will be **A PROFITABLE INVESTMENT**
or A COSTLY EXPERIMENT

Figures are factual. From an advertising point of view, a basic factor in Quebec Province is the amazing ratio of

PER CAPITA SALES*

between the Greater Montreal Market and the balance of the Province

$ 1038
GREATER MONTREAL MARKET

$ 538
BALANCE OF PROVINCE

*Source: Sales Management's Survey of Buying Power

LA PRESSE

Head Office: Montreal, Canada　U.S. Representatives: Shannon & Associates Inc.

THE GREATEST SELLING FORCE IN FRENCH CANADA

SAN DIEGO CALIFORNIA

1958 FURNITURE-HOUSEHOLD-APPLIANCE SALES: $75,231,000

With more than $75 million in furniture-household-appliance store sales for 1958, San Diego is 18th in dollar volume among the nation's 292 Metropolitan County Areas. San Diego outranks such major markets as these:

DENVER, COLORADO	**$68,403,000**	**SEATTLE, WASHINGTON**	**$60,526,000**
CINCINNATI, OHIO	**$67,776,000**	**DALLAS, TEXAS**	**$57,491,000**

San Diego is now the third largest market in the 11 western states and the fastest growing major market in the country. Sell San Diego—at lowest cost per sale—through **The San Diego Union** and **Evening Tribune.** These metropolitan newspapers have a combined daily circulation of more than 200,000 (215,192 ABC 3/31/59). And Facts Consolidated surveys show a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

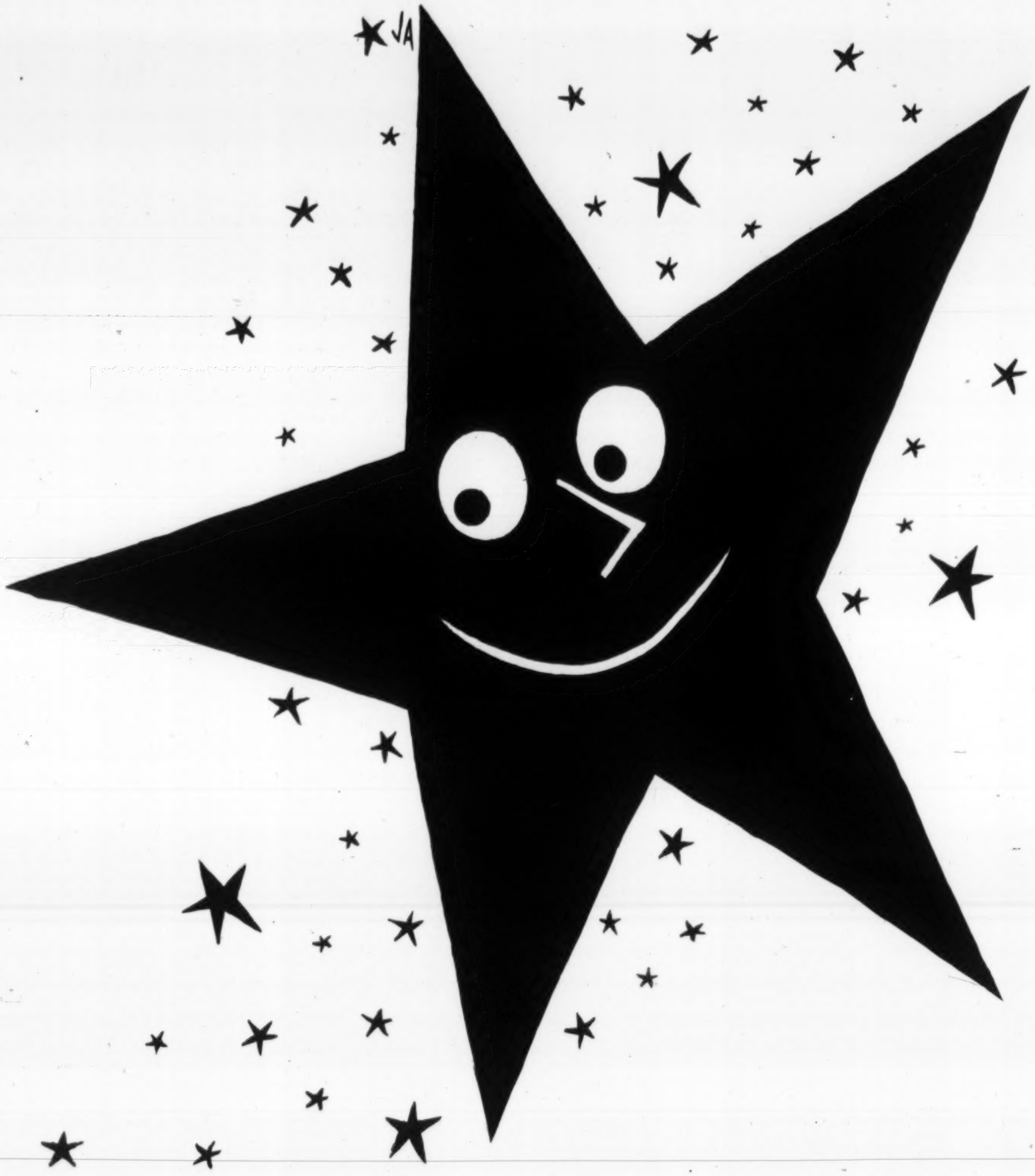
SALES ESTIMATES COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER.

"The Ring of Truth"

COPLEY NEWSPAPERS

15 '"Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois—and Greater Los Angeles—Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.



We do not know how many stars there are in the sky *but we do know that*

Collins, Miller & Hutchings, Inc.

is America's finest photoengraving plant for letterpress and gravure

333 WEST LAKE STREET, CHICAGO 6

Feature Section
Advertising Age

Thinks Redwood Ad Misses Mark
Hoked-Up Splendor in Car Ads
Woolf Says Ivan Doesn't Sell
Merchandising via Telephone

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Everything Is Made to Be Marketed' . . .

General Foods Head Calls for More Creativity in Pricing, Convenience and Knowledge of Consumers

The late Charles Coolidge Parlin has been called the father of marketing research. He was for many years director of commercial research of Curtis Publishing Co. Following his death, an annual memorial lecture in his name was established by Curtis and the Philadelphia chapter of the American Marketing Assn. This year's lecture, "The Creative Factor in Marketing," was delivered by Charles G. Mortimer, one-time advertising manager and now president of General Foods Corp., which last year invested in excess of $90,000,000 in advertising. Mr. Mortimer's discussion of the importance of marketing and of the creative factors in marketing, will be of very real interest to every marketing and advertising man.

Charles G. Mortimer

By Charles G. Mortimer
President, General Foods Corp.

On this occasion when we do honor to the memory and contributions of Charles Coolidge Parlin, for whom this lecture series is named, and whom I knew and greatly respected, I propose to address myself to the factor of creativeness in marketing.

Most of you are, I am sure, familiar with Paul Mazur's concise definition of marketing as "the delivery of a standard of living." This definition lifts the term "marketing" out of its narrow functional application and places it in the broad social framework in which it serves our American economy, as contributing directly and constructively to our high standard of living.

But at the 1958 Boston Conference on Distribution, Prof. Malcolm P. McNair, Lincoln Professor of Retailing of the Harvard Graduate School of Business Administration, broadened this definition by prefixing three words which add a whole new dimension to marketing. His definition is "the *creation* and *delivery* of a standard of living."

The key word is this amplified definition is "creation." It expresses the factor in marketing which makes the function dynamic, as well as characteristically American.

'Creativeness' Defined

Since creativeness is to be the basic theme of my remarks, perhaps I should define the word as I shall employ it. I mean being creative in the active sense by projecting our imaginations into the lives of our fellow human beings, challenging every product we are presently offering them, and every characteristic of that product, as to its suitability and worth, currently. We must also challenge every step of its preparation for market and its promotion and physical distribution, to discover if these functions cannot be simplified or improved upon.

Such a broad definition calls for thinking and planning imaginatively, resourcefully, boldly—to serve consumers better than they have ever before been served, and to anticipate what their needs and wants are likely to be—one, two or five years hence, so that we will be prepared to supply them.

So interpreted, the factor of creativeness emerges as the great contribution American producers, processors, promoters and distributors have made to our country's social as well as economic welfare over the years. It is, as Professor McNair's definition implies, the basis for our steadily rising standard of living.

Analysis of 'Marketing'

Perhaps it would be helpful, also to define "marketing" a little more clearly in connection with creativeness.

So highly organized and specialized has American business become that we tend to think of "production" as comprising the activities of raising, processing or manufacturing, whereas we think of "marketing" as comprising the activities of advertising, selling and promotion. And we think of "distribution" as the mechanics of moving merchandise from the place where it is produced to the place of its ultimate consumption.

The orthodox economist of yesterday compressed all of these operations into the short-hand term—*production.* This concept fitted the needs of his day, for we were living then in a production economy, trying to catch up with our needs and wants.

■ Several years ago A. W. Shaw, founder of *System Magazine,* made a valuable contribution to economic understanding when he characterized the whole complex of "production" operations as *the application of motion to materials,* from their raw state to finished products delivered to the consumer. Accepting this basic concept, we see that at each step of the journey some motion or group of motions contributes its increment of value or utility, through the addition of creative imagination, skill, and human or mechanical energy. At the end of the process a finished product arrives at the point of use.

Let us adopt Mr. Shaw's graphic motion concept and accept the idea of a single term to embrace the whole continuum of motions we are considering. But since I am not an orthodox economist, I would like to substitute the term "marketing" for "production" as the over-all word to describe the process, at least for the purposes of this discussion. This is not as inapt as it may seem. We need remind ourselves only that, with the exception of the insignificant portion of produce the farmer raises for his own family, or of the fisherman's catch which is consumed by his wife and children, practically everything that is produced, harvested, mined on the earth's surface, or extracted from the sea or the air, is produced to be **marketed.** *The whole series of motions is, therefore, focussed on the* **consumer** *rather than the producer. Whatever it was in bygone days, today ours is—of necessity—a* **consumption** *rather than a* **production** *economy. The key to its continuing health is* **marketing.**

I hope you will agree with me that in our country it is the specialists in *marketing* rather than in *production* who are taking the lead today in working out the philosophy of creativeness which is so admirably crystallized in the Mazur-McNair definition: "The creation and delivery of a standard of living."

■ But we have not stopped there. We have taken a further step of great importance in our social and economic progress. We have creatively melded the whole complex of marketing motions to form a characteristically American type of creativeness which accounts for our present-day standard of *living,* made possible by an adequate standard of *income.*

Two paragraphs from a throught-provoking essay, "Balancing America's Productivity," by Robert R. Updegraff, published in 1955 in *Dun's Review & Modern Industry* will serve to give us perspective on this point.

> With the help of inventors, scientists, engineers, production technicians, plus the skill and ingenuity of millions of blue-overall and white-collar workers, and with their genius for organization American business men have created a mass-production machine that is turning out a wealth of goods and services at so low a cost that they can be enjoyed by all of us. This highly productive machine is based on Eli Whitney's development of interchangeable parts, the division of labor, continuous-flow production, cheap power, and high-speed automatic machinery and processes. Currently this characteristically American mechanism is not only supporting a high standard of living for the American people; it is also turning out billions of dollars worth of defense equipment, and supplying a huge volume of goods to other nations.
>
> But mass-production is only half the secret. American business men have also developed a mass-distribution machine which in addition to using the age-old wholesaler-through-retailer system of supplying human needs, employs aggressive salesmanship, persuasive advertising, tempting packaging and display, mail-order and chain-store retailing, and self-service and installment-selling. This combination of characteristically American distribution methods and devices has developed steadily expanding consumer markets for goods and services of all kinds. Increased efficiency in distribution has in turn freed labor for more and more production.

■ It is evident from this analysis that, while we set out to build a *mass-production* machine, we soon sensed that this would have to run in tandem with a *mass-distribution* machine. Obviously, the latter machine could only exist if we succeeded in creating mass markets.

Which brings us back once more to the Mazur-McNair concept of marketing as the *creation* as well as *delivery* of a standard of living.

Adding the factor of *creativeness* to raw materials and labor, at every step of raising, harvesting, mining, refining, grading, processing or fabricating, preserving, packaging, transporting, wholesaling, retailing, and ultimate delivery to the consumer, has become normal methodology.

Now let us examine the forms of creativeness we have employed to implement our marketing philosophy. There are, it seems to me, three major areas in which we have learned to apply creativeness as a marketing factor, and all three are characteristically American.

The Vital Role Played by Creative Pricing Policies

The first is in the realm of creativeness in *pricing.* I hardly need to remind this audience that the marketing philosophy and practices of the Old World, based as they were for centuries on monopoly and the cartel system, tended to freeze mar-

How and Why General Foods Put $96,000,000 Into Advertising in 1959

At the 1959 annual meeting of General Foods Corp., Charles G. Mortimer, president (and one-time advertising manager), devoted more than a third of his annual report to stockholders to explaining how and why his company invests so much money in advertising—$96,000,000 in its last fiscal year. This is the clearest and simplest explanation of advertising activity to come from a user of advertising in a long time.

By Charles G. Mortimer
President, General Foods Corp.

I want to comment this year in some detail on our expenditure for advertising, which last year reached the not inconsiderable sum of $96,000,000.

Let's examine the reasons for such an expenditure—*and* the results. Most importantly, advertising is necessary if the business and the profits are to continue to show healthy rates of growth so we can continue to pay dividends. And I hardly need to remind you again that a business must continue to *grow* or it will slip back swiftly. There is no standing still.

■ Two exhibits at the entrance to this room will give you an idea of the magnitude of our consumer contact operations. If you didn't see them as you came in, I urge you to take a few minutes to study them as you go out. Displayed in one exhibit are our 81 principal United States consumer-advertised grocery products.

As you inspect this display, please bear in mind that these are only the *major* products and product lines; that every one requires a separate campaign, so that we can keep the merits of every single one of our brand names before the consuming public. I might add that we have some 225 flavors and other variations of these products, all of which are advertised, some individually, some in combinations.

The second display is made up of proofs of some of our magazine and newspaper advertisements, and illustrations of some of the television shows we use to keep our products constantly before America's homemakers.

How Ad Budgets Are Set

As you make your inspection, bear in mind that these exhibits tell only part of the story. While television, magazine, and newspaper advertising costs are substantial, a good portion of the $96,000,000 we invest in this function goes for other important ways in which we communicate with consumers. These include radio and poster advertising, the cost of display material for use in retail stores, package premiums, prize contests, coupons, and the various consumer deal promotions with which so many of you are familiar. Advertising, in short, includes *all* the dollars we spend to *stimulate* and *promote* the sales of *all* the individual General Foods brand name products.

An important point I want to register is this: When we start to make up our market plans for the year, we do not say: "We will spend so-and-so-much for advertising." Rather, we ask ourselves, as the plan is made for the sales promotion of an individual product: "What will it take in advertising and sales-stimulating inducements, first, to maintain the market position of this particular product (if it is already an established product) and, second, to increase the volume of its sales, if we believe that to be possible?"

■ If it is a relatively new product, such as Tang, for example, we may ask ourselves: "How fast is it feasible to try to build volume for this new product, and what will such a rate of growth call for now in advertising and other forms of sales stimulation?" Usually, these calculations result in an appropriation based on so many cents a case, applied to the early sales of the product, and also to the forecast of case sales we believe it will be possible to add.

With some products, such as Maxwell House coffees and Jell-O, for example, the appropriation must be very sizable. This is due partly to the fact that present sales volume is large and the potentials for increased sales are favorable (in the light of the country's steadily increasing population and America's constantly rising standard of living). But it is also necessary because in today's brutally competitive battle for sales, even such popular products as Maxwell House coffees and Jell-O have to be advertised continuously and aggressively to maintain volume and leadership.

I am reminded often of the Queen's explanation to Alice in Lewis Carroll's delightful story: "Here, you see," said the Queen, "it takes all the running you can do to keep in the same place." But as you know, we want sales volume to continue to grow—preferably *faster* than the population and the standard of living. This is the way we figure to maintain leadership in the food industry.

Of course, some of our products, even though leaders in their field, call for only a relatively modest appropriation for sales promotion, because both their present and potential volume is limited. But whatever the appropriation, it is part of the total we must spend.

■ A point I want to register is that the over-all figure of $96,000,000 for fiscal 1959 was arrived at, not by pulling a total figure out of a hat, but by adding up the carefully-worked-out appropriations for each of the 81 brand names displayed in our exhibit here, and their large number of product varieties. One thing our long experience has taught us is that the surest way to overspend on advertising is not to spend enough to do a job properly. It's like buying a ticket three-quarters of the way to Europe; you have spent some money, but you do not arrive!

How Advertising Pays for Itself

Does advertising pay? It *has* to, or we could not continue to pay current dividends to you stockholders, nor increase the volume of present products and introduce new products to provide better profits and dividends in future years. Yes, I believe we do get our advertising expenditures back—and with a profit.

A sharp focus on this point can be obtained by setting down side by side the rise in advertising costs and the rise in earnings in fiscal 1959 over the figures for the preceding year. In fiscal 1959, we spent about $9,000,000 more in advertising than the year before—an increase of 10%. But our net earnings, as you know from the annual report, rose by 11.9%.

Just *how* does advertising pay? It pays by developing such a large and dependable volume of sales that:

- We can keep our plants running at high efficiency in terms of processes and machine operations. And I hardly need remind you of the importance of this, steadily increasing costs being what they are.
- We can utilize the special skills and the time and energy of our people to full advantage.
- We can turn our inventories and raw materials rapidly, and hence keep our working capital turning swiftly and profitably.
- We can protect the future value of our stock by maintaining a sound rate of company growth.

But—and this is an extremely important point—we cannot earn these benefits for ourselves without *first* benefiting the consumer. This we do by holding down—insofar as possible—the price of General Foods products, often while improving their quality, convenience, and utility. And this we must continue to do if we are to hold our own in today's intensely competitive battle for a profitable share of market.

In the competition for share of market, advertising gets us the "share of consumer mind" which must precede getting a better share of market. And, I might add, these facts of life apply not only to General Foods, and to the entire grocery industry, but to every soundly-managed company producing consumer goods of any kind.

I have treated with this subject at some length because there is much loose thinking and not a little misunderstanding of the importance of advertising in today's economy of consumption. Advertising helps make possible lower unit costs through high volume created by increased demand for products. So, in addition to its well-known function of making people *want*, advertising also helps them *get*. #

Because Advertising Age believes the above statement deserves the widest possible dissemination, not only among advertisers but among legislators, educators and others, it is making reprints of this box available to readers. You may have single copies without charge; 10 copies for 25 cents, 50 copies for $1; larger quantities at proportionately small cost. Write Advertising Age, 200 E. Illinois St., Chicago 11.

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kets rather than expand them. By maintaining prices at high levels, they denied the masses the benefits of the wide variety of available foods, the quality of wearables, the character of housing, and the furnishing and equipment which comprise a comfortable standard of living.

By contrast, our approach has been to employ our imagination and resourcefulness to the creation of *mass markets*. It should be pointed out, in all fairness, that business did not initiate—or even embrace—this productive philosophy altogether voluntarily. It was dictated by the Sherman Anti-Trust Act. But we have found that it works so well that we have adjusted ourselves to its compulsions and drawbacks. We have developed a degree of price-creativeness which has become a key factor in the high standard of living enjoyed by the mass of our people.

■ We deliberately had to abandon the idea of getting the highest possible price for our products and had to set out to sell at the lowest price which still would return a reasonable profit. We were surprised by the volume of sales that resulted. And this increased volume of sales, in turn, made further price reductions possible, and created an ever increasing market. Expressed in a phrase, this is the philosophy of small profits on millions of units, broadly distributed. I would like to add at this point that this philosophy applies to the sale of services as well as products, and I need not remind you of the important place services have come to occupy in our high standard of living.

There is, of course, nothing new to this audience in the concept of low prices making it possible for mass production to team up with mass distribution, based on mass consumption, to create a standard of living which, in most of the Old World countries is out of reach of all but a well-to-do minority. But I wonder if we have not come to take the phenomenon entirely too much for granted. I wonder if we have not grown so accustomed to our competitive enterprise system that we underestimate the importance of the smaller-unit-profit philosophy as a *creative* marketing factor.

■ We are quite accustomed to thinking that this pricing philosophy expands markets by bringing products and services within the means of the people engaged in the motions of producing, processing, promoting and distributing these same products and services. But are we equally conscious of the overwhelming importance of actually *creating* and *supporting* more and more jobs for planters and harvesters, production workers, salesmen, transportation employes, advertising practitioners, retail clerks, to mention only several of the broadest categories of employment along the road to market?

Considering creative pricing as a broad management policy, recently I had occasion to go back into the history of my own company to study its pattern of growth since its founding in 1925. I was interested to discover that its real growth started about 1930. Until then the products that had been acquired by a series of mergers had been of a specialty nature, and were marketed to produce a relatively high profit margin. But it became evident that high prices were not only retarding the market growth of some of these products, but were also encouraging competitors, who saw an opportunity to cash in on the attractive profits to be made on such products.

■ I am not sure my predecessors in General Foods management thought of it as creative pricing when they gradually reversed our policy and, product by product, reduced prices to a more realis-

Good Housekeeping shortens the time... reduces the cost of marketing another new product!

Product:

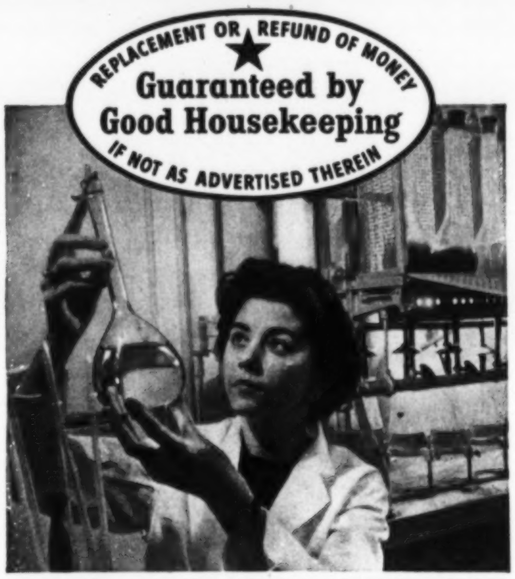
AQUA IVY, oral immunization tablet to protect against poison ivy and poison oak.

Company:

Syntex Chemical Company, New York, N.Y.

Marketing Problem:

To introduce and sell a *new* product representing a totally *new idea,* and which was being marketed by a *company relatively unknown* to the consumer.


REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

AUGUST 1958—Starting Point: Good Housekeeping. Aqua Ivy thoroughly investigated in laboratories of Good Housekeeping. Product proved itself. Good Housekeeping Guaranty Seal granted to Aqua Ivy.

AT LAST...
POISON IVY and POISON OAK
immunity
for your entire family!
COMPLETELY SAFE FOR CHILDREN

OCTOBER 1958—Advertising, promotion and point-of-sale material prepared. Guaranty Seal incorporated to make the most of confidence-building help provided by its Guaranty of replacement or refund of money if not as advertised therein.

Good Housekeeping

JANUARY 1959—First small-space ad for Aqua Ivy appeared in Good Housekeeping. Additional advertising: March, April, May, June, July. Good Housekeeping "climate of confidence" worked wherever advertising was placed.

POISON IVY EXTRACT
AQUA IVY, AP
TABLETS

JANUARY 1959—Guaranty Seal given prominence on Aqua Ivy package, and in all promotion to camp directors, physicians, drug stores. "Prepared acceptance" of Good Housekeeping helped product record quick, spectacular sales success.

AT LAST...
POISON IVY and POISON
immunity
for your entire family!

APRIL 1959—At end of April, 1959, over $1,000,000 of product had been sold, with more than 80% of distribution achieved in first sixty days. Another example of how Good Housekeeping helps launch new products: fast, efficiently, at low cost.

WHAT'S YOUR MARKETING PROBLEM?

- ...a new product in an established line?
- ...a new company out to build a brand?
- ...marketing a new improvement in an established product?
- ...conducting a drive on younger market of new homemakers?
- ...building increased demand for established brands?

In every situation, Good Housekeeping can step up the pace, cut down the cost of marketing!

Good Housekeeping is more than a magazine—it is an *Institute*. Through this Institute go thousands of products each year, to be thoroughly checked as to the validity of advertising claims against actual performance. And only the products which qualify earn the Good Housekeeping Guaranty Seal.

This Seal then goes to work. Not just in Good Housekeeping itself, but wherever and whenever the product is advertised, displayed, promoted. As a result, the marketer gets far more than just the effective circulation of Good Housekeeping magazine—he capitalizes on Good Housekeeping's ability to influence customers everywhere—customers who need reassurance to help them make up their minds. Customers who have learned to depend on products backed by the Seal.

Why not check the possibilities for *your* marketing problem?

"Good Housekeeping has helped us market Aqua Ivy quickly, and at low cost! And now we are widening our sales areas, strengthening our dealer relationships, with an expanded program of advertising in your pages."

CHARLES SZECHENYI,
President, Syntex Chemical Co., Inc.

tic ratio to production costs.

> *In the year* 1931, *on net sales of* $95,000,000, *the gross margin as a percentage of net sales was* 62%. *Ten years later, in* 1941, *on net sales of* $180,000,000, *the gross margin as a percentage of net sales was* 35%. *In* 1958, *on net sales of slightly over a billion dollars, the gross margin as a percentage of net sales was reduced to* 28.2%.
>
> *But the growth of sales, from* $95,000,000 *in* 1931 *to over a billion dollars in* 1958 *was the result in large part of this changed pricing policy. And profits before taxes for the three years grew from* $20,000,000 *in* 1931 *to* $28,000,000 *in* 1941, *and* $105,000,000 *in* 1958. *Certainly the soundness of the business today, and the share of market the major General Foods products enjoy, confirms the wisdom of the company's management in pricing more for the mass market. The fact that the number of our employes increased more than fivefold illustrates the potency of this policy in creating jobs which help support the consumption of all goods and services.*

Whether done to forestall competition or to increase sales volume—or both—the net result of this change in policy was an example of creative marketing.

Creative pricing as a factor in marketing is not, of course, confined to manufacturing. It is quite as effective in retailing. Many years ago F. W. Woolworth added creativeness to the whole field of low-priced consumer merchandising by concentrating on five-and-ten-cent items. Literally, he created a new type of store based on this bold challenge: How many items of merchandise can possibly be found—or developed—to sell in such volume that they can be retailed at the unbelievably low price of five or ten cents?

Here was a unique, sharply focussed application of the large-volume-low-profit philosophy, based on a teaming up of mass production and mass distribution. So effective was it in developing sales volume that Woolworth stores were soon offering unheard of values for these small coins.

■ In doing this, Woolworth not only broadened the market enormously for a wide variety of useful products already in existence, but also created a huge new market for hundreds of products never before offered at such trifling cost. At the same time he created a great national retail organization which has become an integral part of American life. Today, according to the latest available figures, Woolworth operates 2,152 stores and provides employment for 86,000 people.

Thus a creative marketing idea expanded markets not only by bringing a wide variety of items within reach of people in the lowest income brackets, but the physical production and distribution of the $864,000,000 of merchandise it sold last year contributed to the support of thousands of workers in industries such as real estate, building construction, manufacturing and transportation, to mention only the most obvious.

This can hardly be considered an insignificant creative contribution to stem from one man's five-and-dime idea!

■ The success of F. W. Woolworth's creative pricing idea brings into sharp focus a fact that should not escape us: that the great creative contributions to advances in marketing, whether in the realm of manufacturing or retailing, often represent a new concept, such as F. W. Woolworth's, or a sharp revision of policy, such as General Foods' change in its pricing policy. *True creativeness involves a challenging approach capable of adding an entirely new idea, a previously unthought-of quality or characteristic, a completely fresh angle, or a brand new dimension of usefulness or service.*

The importance of this type of creativeness will become clearer if we explore the second area for the application of creativeness to the marketing function. This second area is a phenomenon of comparatively recent development, at least in its present scale of importance. And, like creative pricing, it is a characteristically American development. Also, like pricing, it owes its vitality quite as much to competition as to business sagacity. Yet a sagacious management can, if it will, consciously adopt it as a dynamic philosophy of growth—not merely as a competitive defense weapon.

Importance of 'Convenience' in Marketing Strategy

The phenomenon I refer to as offering creative marketing possibilities of great promise is the tidal wave of *craving for convenience* that is sweeping over America. Today convenience is the success factor of just about every type of product and service that is showing steady growth.

Serving today's consumer acceptably has become a highly creative art, with convenience a super-additive that can be tailored into products all along the road to market, from the farms, fields, forests and mines where raw materials are produced, through the whole complex of activities involved in marketing. Someone has aptly characterized this as "total marketing."

There are at least ten forms of convenience to be reckoned with in marketing, differing in importance in different industries. Four years ago, in a paper delivered at a meeting of the National Industrial Conference Board, I dealt with these ten conveniences in comprehensive fashion. So pertinent are they to the present theme that I am going to sketch them briefly.

• **1. First of the ten is convenience of form.** If I may again use my own industry by way of illustration, I can testify that to satisfy Mrs. Consumer today we must offer her her choice of a wide variety of foods in fresh, frozen, canned, powdered, flaked, solid, cake, bar, paste, cream or liquid form. Even that old and supposedly standard product, coffee, must now be available in regular, instant, and two decaffeinated forms. This calls for a high degree of creativity in research and development work.

The drug industry must be equally creative in terms of convenience of form. Many drugs and toilette preparations must be available to the consumer in liquid, paste, syrup, powder or pill form, or as an inhalant.

In the tobacco industry, as still another example, smokers must have a choice of plain or filtered cigarets, made with straight tobacco or mentholated. Also, king-size or regular.

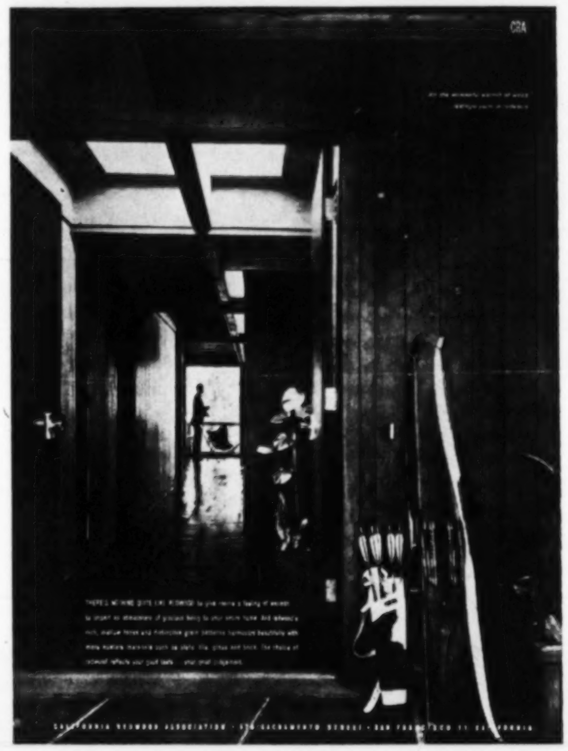
Other industries face their own problems in providing convenience of form. In all of them, the biggest rewards will go to the most creative.

• **2. Convenience of quantity or unit** is a second requirement of consumer satisfaction, again calling for creativeness. Products of all kinds must be offered in sizes, quantities or units that suit the needs—or the whims—of the consumer.

Storage space in the average apartment or one-floor home is limited, and in these homes no grocery product must occupy more space that its importance or frequency of use dictates. On the other hand, Mrs. Consumer may go to the other extreme and insist on products in packages of jumbo size, to save her trips to the store, or to provide the economy that large units usually represent.

The Creative Man's Corner . . .

Do Materials Advertisers Over-Shoot the General Market?



This advertisement for the California Redwood Assn. at first glance resembles an editorial page, so its noting will probably be quite high.

Regardless, however, we think it fails in a notable respect. Like so many advertisements whose chief objective is to give readers the idea of re-doing a part of their home in the material advertised—or use it in a home they are planning—not only is a use of it shown that is much too lavish to be generally usable, but no cost figures are shown. The detail we're looking at, we're confident, with the flagstone and the recessed lighting, represents an investment of several thousands of dollars—but for what area of the house we can't quite determine.

Instead of useful information, we're given the usual advertising panegyric about the product: "There's nothing quite like redwood to give rooms a feeling of warmth . . . to impart an atmosphere of gracious living to your entire home. And redwood's rich, mellow tones and distinctive grain patterns harmonize beautifully with more austere materials such as slate, tile, glass and brick. The choice of redwood reflects your good taste . . . your good judgement."

As for the spelling of that last word, as *The New Yorker* might put it, "Don't you mean 'good tast'?" #

■ To jump from the kitchen to the garage, currently we are witnessing some revolt against large-size automobiles, in favor of small foreign cars or the Rambler or Lark of domestic manufacture. Here convenience (of garaging, handling and parking) is all mixed up with economy; but the revolt seems to have started over the inconveniences of size. As one vocal woman of my acquaintance explained it to an automobile salesman recently: "My present car is just *too much automobile.*"

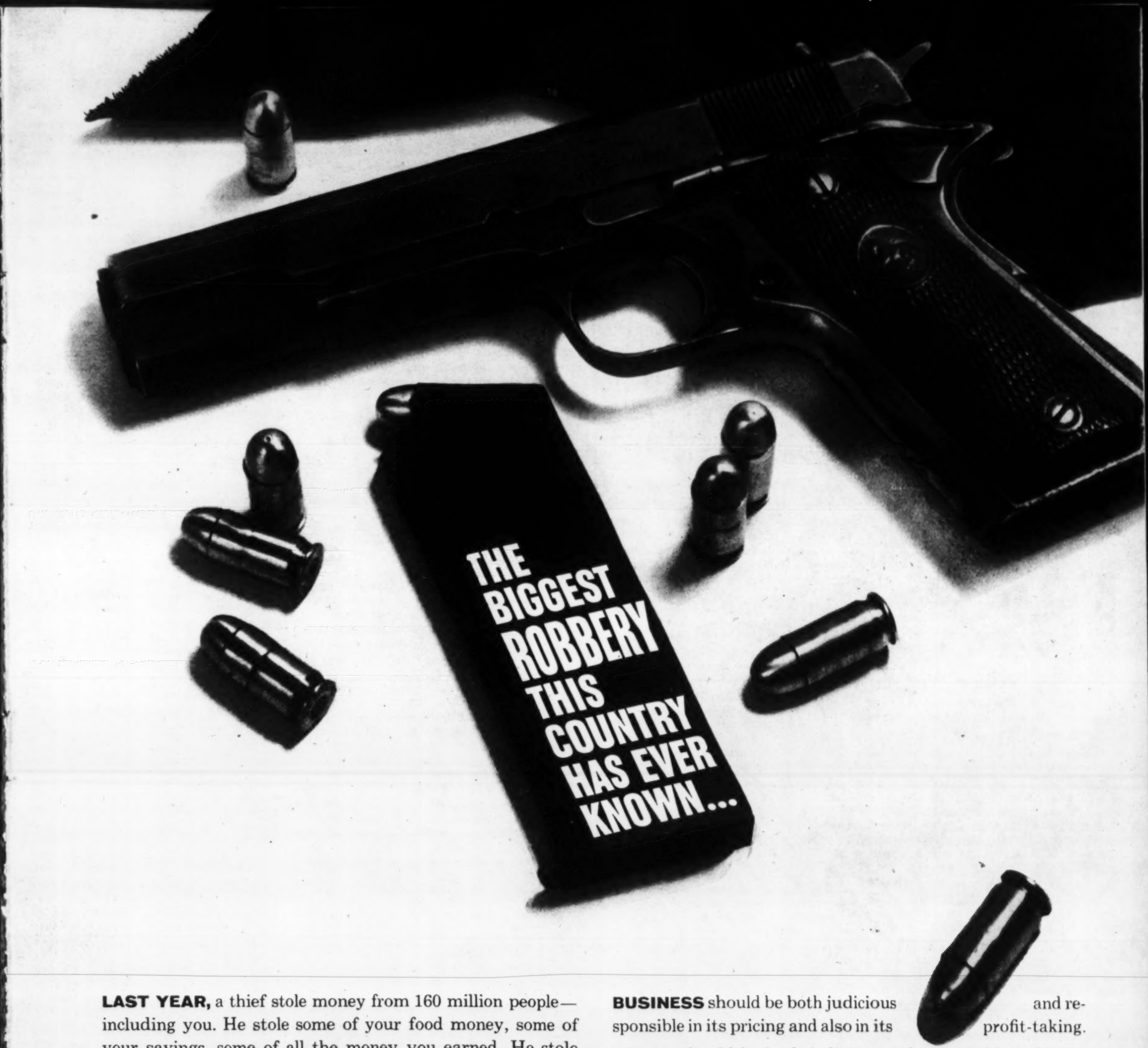
There is scarcely an industry, from watches to cameras to pianos, that did not in the comparatively recent past, or does not today, present an opportunity for creativeness in terms of the quantity or unit offered the consumer.

• **3. Convenience of time** is a third creative factor of increasing importance in marketing.

With so many housewives working, Mrs. Consumer must be able to buy whatever she wants to buy at exactly the time she wants to buy it—even if some retail stores have to be kept open evenings and other odd hours to suit her convenience. This applies not merely to groceries and drugs, but to clothing, furniture, carpets and rugs, household appliances, hardware, liquor, jewelry, books—just about everything. The sales-creativeness of time-convenience has literally added a new competitive factor in retailing-convenience.

• **4. Convenience of place** is a fourth creative factor in marketing, and one which has brought about a revolution in shopping habits, to say nothing of real estate values in and around many metropolitan centers.

The first suburban shopping center which offered the consumer one-stop shopping for just about every home and family need represented creative imagination and enterprise of a high order. So did the first department store which opened a suburban branch, and the first



LAST YEAR, a thief stole money from 160 million people—including you. He stole some of your food money, some of your savings, some of all the money you earned. He stole some the year before last, the year before that. And unless something is done about it, he'll keep on stealing.

Who is the thief?

The name isn't important—call him "Inflation," "High Cost of Living," "The Shrinking Dollar," anything you like.

But what *is* important is the historical *fact* that in any country where this inflationary process has been carried to a conclusion, the result has been depression; not "recession," but *depression*—a dark, agonizing period of hardship, poverty and suffering, often leading to revolution and dictatorship.

How can we stop the thieving of inflation?

THERE IS A CURE, something can be done about inflation. All of us can help, including business, government and labor.

THE GOVERNMENT can help by living within its income.

BUSINESS should be both judicious and responsible in its pricing and also in its profit-taking.

LABOR should be both judicious and responsible in basing its requests for increased pay on a reasonable share of the gains from increased productivity.

WE THE PEOPLE must not demand that government spend money for improvements—new roads, schools, recreation areas—and then balk at paying for them through the necessary increased taxes.

To anyone who studies this phenomenon of rising prices and shrinking money, one thing soon becomes clear:

The basic problem of inflation stems in large part from the desire of groups or individuals to advance their own interests—and the devil take their fellow citizens and the country as a whole.

Once this is recognized we believe inflation won't be just something the government and bankers worry about. Inflation will be something everybody will *do* something about.

YOUNG & RUBICAM, *Advertising*

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · TORONTO · MONTREAL · MEXICO CITY · SAN JUAN · CARACAS · LONDON · FRANKFURT · GENEVA supermarket which provided a parking lot for the free use of its patrons. Now such convenience is taken for granted. The head of a Chicago food store chain told me recently that his company would not consider any store location that did not afford a very sizeable parking lot.

In the field of services the creative convenience of place has also made giant strides in the past few years. It used to be when we wanted to telephone we often had to go to a considerable distance to find a phone. Now we merely look up, wherever we happen to be, and there at our elbow is a telephone!

• **5. Convenience of packaging** represents a fifth application of creativeness to marketing. Depending on the character of an item, its package must be easy to find on the shelf, easy to store or easy to carry in the pocket or handbag, and easy to open, easy to use. The package must protect the contents until used up, and when it has fulfilled its function it must be easy to dispose of, or else serve a reusable purpose.

Scores of today's products, from paint to foods, to drugs and toilette preparations, to push-button aerosol bombs or squeeze bottles, represent some recent creative break-through in packaging convenience.

On the negative side, packaging presents a latent competitive threat which no packer or manufacturer dares to ignore, lest some more creative competitor steal the market with a more convenient package. On the positive side, the application of creativeness to packaging stands as a never-ending challenge. Both the threat and the challenge apply to almost every type of product from a bunch of carrots in the supermarket to the packaged small home I foresee for tomorrow, almost ready for a family to move into and start living!

• **6. Convenience of combination** is a sixth broad area for the application of creativeness. Matched luggage, matched sets of golf clubs, foods packaged with ready-mixed sauces, place settings of silverware and china, packages of screws and nails of assorted sizes, complete-unit laundries and kitchens, are but a few random examples.

There are big marketing opportunities in offering the consumer unit-combinations of things that are naturally used together, at a combined price. We have only scratched the surface in this marketing area.

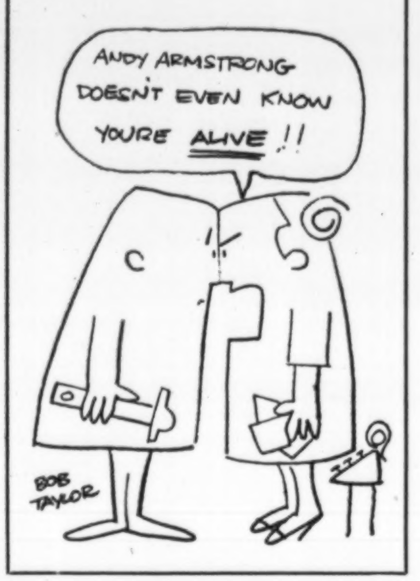
• **7. Convenience of automation** is a seventh area where creativeness is reaching into the home as well as the factory. I refer to the automatic operation of dishwashers, laundry equipment, thermostatic devices for regulating room temperature, gadgets for turning on the radio in the morning, gas ranges that will turn the heat on and off at pre-determined times, to mention only a few applications.

Nor is automatic operation confined to the home. We have automatic gear shifts in our cars, and garage doors that we can open from the front seat, half way down the block. Automation is also invading the office at breathtaking speed, and we have seen only the beginning of this creative trend.

• **8. The convenience of consumer credit** is an eighth area of creative possibilities. Today's consumer insists on having whatever he or she wants *at once*, whether it be a house, an automobile, an electric refrigerator, a power mower, a suit of clothes, an Easter bonnet, or a vacation trip, and paying for it out of income yet to be earned.

For many years credit was credit: The consumer established his credit with a retailer and was billed at the end of the month for his purchases. There seemed little latitude for creative imagination in the extension of credit. Then some ingenious credit man worked out a new form of credit convenience, which he called "revolving credit." More recently a well-known chain of variety stores developed $15, $25 and $50 books of credit coupons in small denominations, which can be torn out and spent like cash in any department of the store, at the shopper's convenience. These coupon books are paid for over a period of weeks on the installment plan.

ART & COPY


ANDY ARMSTRONG DOESN'T EVEN KNOW YOU'RE ALIVE !!
BOB TAYLOR

■ The Diners' club, and the other credit-card systems that are patterned on it, represent another expansion of credit-convenience. So do the plans some banks have developed for having their customers' purchases charged to the bank, paying the bills for their patrons out of their checking accounts, and rendering a statement.

We may question whether credit is being overdone; but we cannot escape the fact that the convenience of credit is a definite part of the American way of life.

• **9. Convenience of selection** is a ninth requirement for satisfactory customer service, applied to just about every field of marketing.

The consumer wants a wide range of forms, units, patterns, models, colors, flavors, styles and prices in just about everything he or she buys. This affects both the manufacturer and the retailer. Since it involves such costly factors as display and storage space, higher inventory requirements, and troublesome stock-keeping problems, this calls for the use of the invaluable tool which Charles Coolidge Parlin fashioned for us fifty years ago—market research.

■ One of Mr. Parlin's early research discoveries has always interested me greatly. You will remember that he made a special study of department stores, personally visiting 300 of the largest cities in the country in his study of women's shopping habits. He discovered that in shopping for fashion merchandise, home furnishings and dry goods, women insisted on comparing style, color, pattern, quality and values. He found, further, that *three* was a magic number in making such comparisons. Unless women were able to make three comparisons in their home city, they would journey to the nearest city where there *were* three stores. Hence, it developed that in cities with three department stores, all three were likely to do better than where a single department store occupied a monopoly position!

Providing convenience of selection has come to be so important that it is today commanding the creative attention of the best minds in the field of merchandising.

• **10. Finally**—and I have saved the tenth area of convenience for the last because it is, currently, one of the most important—I refer to **the convenience of readiness.**

Here, indeed, creativeness comes into its own, especially in the food business, where built-in-maid-service is taken for granted. "Instant" is today's magic word in meal preparation in the home. Mrs. Consumer has come to expect foods to be sold to her in ready-to-cook form, such as cake mixes, heat-and-serve bakery goods, dinners that are packaged in aluminum pans which can be popped into the oven, heated, served in the pan, and the pan tossed into the trash can after dinner! But readiness is by no means confined to foods. Even some of our most popular periodicals are pre-digested—*The Reader's Digest*, for example!

The fact is, just about everything we buy today must be ready to use, ready to wear, ready to plug in, ready to turn on, ready to take home, ready to hang, ready to mail or ship, ready to serve.

This aspect of our national impatience represents probably the greatest challenge to marketing creativeness that American business men have ever faced.

Always Possible to Find New Customers, Expanded Markets

I have mentioned ten areas calling for marketing creativeness. We can be very sure that others are just over the horizon. For there is no end to human needs and wants.

Meanwhile, to confine ourselves to the ten areas touched upon, I think it is safe to say that there is no type of business, whether it *produces* merchandise or a service, or *distributes* any type of merchandise at wholesale or retail, which cannot, by the application of fresh and imaginative creativeness in one or more of these areas of convenience, expand the market for whatever it sells by creating more customers.

In doing this it will vitalize the national economy by increasing and stabilizing employment, and by turning capital more productively. And right here I pause to observe something which I am sure has not escaped you: That while we have arrived at the world's highest standard of living, we cannot afford for one minute to relax in our marketing creativeness. We face the even more difficult task of maintaining—and enhancing—that standard of living, if we are to utilize our physical production and distribution facilities efficiently, and keep our steadily increasing population profitably employed.

■ Arno Johnson, senior economist of J. Walter Thompson Co., recently predicted that if we are to avoid general unemployment our economy will have to swell to the $700 billion level by the end of the next decade; and that if this prediction turns out to be true, it will require that our total standard of living will have to surge upward by more than 50%. Then he states:

> "That's the equivalent of adding our entire prewar 1939 total consumption on top of our present high standard of living. In other words, we must accomplish in the next ten years as much improvement in our total living standards as we did in the previous 200 years from Colonial times to 1939."

■ Whether this is capable of statistical proof, or in the realm of educated speculation, it does point up dramatically an almost breathtaking challenge to our marketing creativeness. For, as I observed earlier, we are doing business today in a consumption economy where the making of markets must *anticipate* the making of products and services.

Whereas for centuries many of the world's less favored peoples have struggled under economies of insufficiency, with production their chief preoccupation, ours is today an economy of *consumption* rather than *production*. We are literally embarrassed by our enoromus productive capacity. It is this situation which calls for a high order of creativeness in marketing. For we must create markets for a constantly expanding production potential.

Importance of Knowing More About Consumers

I have discussed two of the major marketing areas in which we are learning to apply creativeness: *creative pricing* and *creative convenience*. The third and last area is not easy to characterize, since it represents an *attitude* or an *approach*. The nearest I have been able to describe it to myself is that it is a broad area of dissatisfaction with what we know about marketing. More specifically, it deals with the limitations of our knowledge of Mr. & Mrs. Consumer and their wants, needs, likes, dislikes, habits of use and habits of thought; and how to serve these typical consumers most efficiently.

Instead of trying to market what it is easiest for us to make, we must find out much more about what the consumer is willing to buy. In other words, we must apply our creativeness more intelligently to *people* and their wants and needs, rather than to *products*.

Furthermore, we must focus our eyes on the up-coming generation. And we must realize that this new generation has new ideas and views, new needs, new tastes, new likes and new dislikes, a new psychology. What is more, it is going to be much more emphatic in its demands and expectations than our generation has been.

■ The need for an open-minded, inquiring approach applies to retailers as well as to processors or manufacturers. To cite a classic example from the retail field, the late Marshall Field built a great department store enterprise on the concept: "Give the lady what she wants." In order to do this, he had to look up from the merchandise on his counters and study the lady herself, and analyze her likes, needs, tastes, preferences and whims, whether reasonable or unreasonable.

This Marshall Field did on a rule-of-thumb basis, and by trial and error. We cannot afford the luxury of the time or the cost of this empirical method. In today's highly competitive situation, with a swelling population breathing down our collective necks, the successful enterprises in every line of industry and commerce are going to be those which most accurately and continuously anticipate the public's new wants and needs, and, through creative market research, fulfill them acceptably as a logical next-step beyond existing consumer living habits and desires.

Meeting this challenge lies in Charles Coolidge Parlin's own realm of activity. We have learned much about market research since the upperberth nights of World War I when he started out on his seemingly endless travels to find out what American consumers were like, what they bought, where and why they bought it, and how they could be better served.

But we have not learned enough. And, in my judgment, we have paid entirely too high a price for what we have learned, because we have not yet applied enough creative imagination to the processes of market research and analysis, or to the use of their findings. There has been too much costly duplication of effort. Too often we have plunged into researches with insufficient thought or preparation.

■ Another shortcoming has been that we have not been sufficiently basic in our approach. In the food field, for example, it was only recently that my company, in collaboration with Campbell Soup, General Mills, and Pillsbury, were the initial sponsors of the first National Menu Census carried out by Market Research Corp. of America.

This research, the first accurate analysis of America's eating habits over a full year, is the most comprehensive survey ever made covering selection, preparation and consumption of all food products brought into the home.

Continuous 14-day records of all meals

Kraft's Parkay, through Needham, Louis & Brorby, Inc., is buying HUNGER raised to the 19,312,000th* power in

THE American Weekly

second only to Church . . . on Sunday

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

*Primary Readers, Daniel Starch 1959 Consumer Magazine Report prepared and served to individuals, both in the home and away from home, were kept by 4,000 households—members of the National Consumer Panel. Under a staggered method, all weeks of the year were sampled equally, and so were all geographic areas. In all, there were 56,000 menu days; 200,000 family meals or snacks; and 4,500,000 individual food servings.

Taking part in the study, which was developed from the viewpoint of home economists and nutritionists, were a psychologist, a sociologist, a physician, a pediatrician, a dental surgeon, and chemists and researchers.

■ From this unprecedented research there has emerged an electronic "library" of facts—thirty million of them—accumulated on six reels of magnetic tape and 1,500,000 punch cards. These constitute a storehouse for a wealth of information never before available. In a relatively short time, and at reasonable cost, the electronic computer to which the tape and punch cards are geared can supply the answer to any question within reason as to meal preparation, family eating habits, and food preference, including such diverse facts as combination preferences of various age groups, and how eating habits are affected by weather. If we are smart enough to frame the right questions, we can elicit dependable information ranging the entire spectrum of consumer habits and likes and dislikes, and in minute detail.

This type of research would, I am sure, greatly please Charles Coolidge Parlin, could he know about it. Indeed, were he alive and active today, with his creative yet thoroughly practical mind I am sure he would be pioneering in other researches as basic as this one, blazing new trails that would surprise us with their simplicity, their directness and their soundness.

Let me recapitulate briefly, in closing, the three major areas in which I believe we must learn to apply still more creativeness in both our marketing planning and our day-to-day marketing practices.

First: Creative pricing, to broaden and deepen markets by creating more and more consumers to meet the challenge of our burgeoning population; and also to demonstrate the superiority of our way of life in today's world conflict of ideologies.

Second: Creating more and more convenience in the products and services we offer the consumer.

Third: Being creatively dissatisfied with what we know about markets and marketing, and about Mr. & Mrs. Consumer's thought processes and living habits, to the end of serving them ever more fully, acceptably and efficiently.

■ In this latter area, I suggest the appropriateness of taking this occasion to resolve to make a renewed start in the path Charles Coolidge Parlin originally opened for us, and along which he so effectively pioneered. Let us apply all the creativeness we can bring to bear on the problem of developing simpler, surer and less costly methods of finding out, first, what the consumer wants or needs, or can be educated to use for his or her nourishment, health, mobility, mental and spiritual development, general welfare and comfort. Then let us develop ways to supply these wants and needs at the lowest possible cost consistent with reasonable profits. In that way we will match our country's potentials for productivity with the needs and well-being of our people. And, in the process, we will be contributing in the most constructive way possible to the essential job of strengthening the economy of this country, which we must do if we want our children and grandchildren to inherit a sound America.

From an Art Director's Viewpoint . . .

Elegance and Honesty

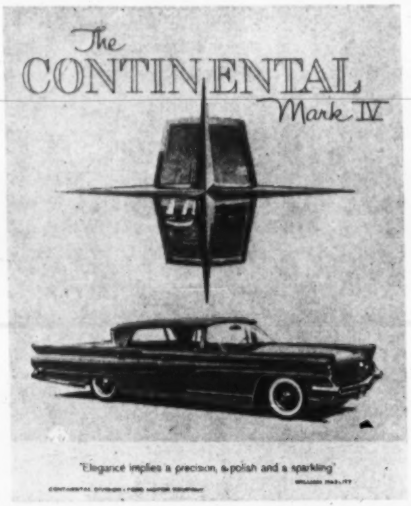
By Andy Armstrong

These three automobile pages appeared in a single issue of the *New Yorker*, probably because the *New Yorker* is a quality magazine for the people-that-other-people-copy and similar media-type jazz. It should be pretty good strategy to spread out such glittering merchandise before such an audience in the manner of two of these ads—if you are absolutely sure this audience has more money than brains.

Andy Armstrong

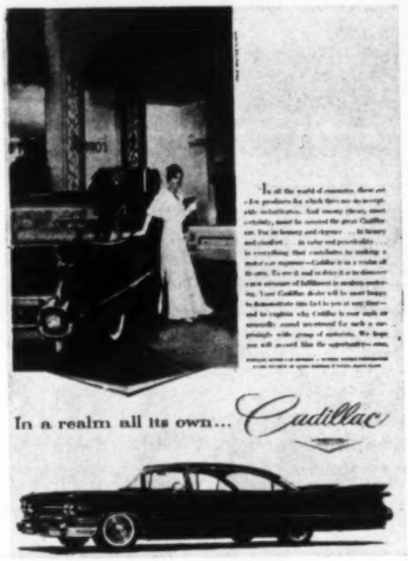
But no group is easier to misjudge than *New Yorker* readers. They are not collectively weak in the head, even though they have been known to purchase camel saddles and steamed grouse in stupendous quantities by mail. They are not all exurbanite clubwomen in town for the day, either, nor culture-hungry outlanders like your rich Aunt Sophronia, clipping conversation-starters about Manhattan after dark. Many steady *New Yorker* subscribers are exactly that—steady—solid, hard-working, moneyed citizens, full of smart ideas that get particularly smart on the question of what money is for.

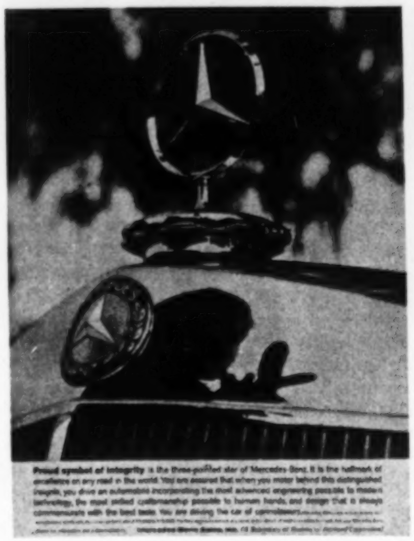
■ Why, then, do some advertisers try to dazzle this audience with hoked-up splendor? Why display these costly machines, these alleged gems of motordom, like over-sized costume jewelry? Why pester such a sophisticated group with these country-boy value symbols? Take that dummy princess with the paste tiara in Cadillac's picture, and that implausibly obsequious doorman. They must check in at Gingiss Brothers before midnight, lest they turn into pumpkins. And how about that key-hole view of a Yonkers boat club in the Continental's doohickey—are *you* taken in by such frumpery? Of course not. Then why expect *New Yorker* readers to fall for it?



Continental and Cadillac shun the realism in photography that can make elegance and smartness, and value, believable. Since they aim at an audience for the most part very sensitive to the honest, touchable feel of life's good things, it would be interesting to learn why their graphics are so transparently contrived.

■ Now look at Mercedes-Benz. There is a difference. Although you see only a piece of this automobile, it *exists*. While the Continental sits in a postery limbo, and the Cadillac in a mocked-up tableau, the Mercedes pokes its bonnet into your immediate presence, its ornament about where you would see it as you put on the new license plates. That touch of the lady's reflection, as she makes up her face, helps give this machine a role in human activity. The elegantly genteel school of advertising backs away from such touches, in the mistaken belief that powdering in public and other Emily-Postian *thou-shalt-nots* may alienate the *New Yorker* kind of reader. Yet in the very observance of these bourgeois taboos, quite often a greater vulgarity takes over—the unspeakable and final vulgarity of phony elegance.





So much—as a New Business vice-president would say—for the pictures. As for the copy, Continental protests an elegance, not shown; Cadillac features "a realm all its own" which is vague enough to be at once unchallengeable and indefensible; and Mercedes mumbles about hallmarks of excellence, the car of connoisseurs, skilled craftsmanship—verbal hangovers dating from Grover Cleveland's second term.

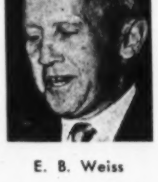
The graphic content is the bone, here. Mercedes, merely by looking honest, stands away out in front. Even for your Aunt Sophronia. #

On the Merchandising Front . . .

The Telephone Gets Novel Merchandising Uses

By E. B. Weiss

I don't know whether Jimmy Stewart, the movie actor, started it. But about two years ago, some bright brain got the idea, in connection with the ballyhoo of a new Jimmy Stewart film, of inviting people in various communities where the film was being shown to "phone James Stewart." Those who accepted the invitation heard a one-minute recording of Stewart's voice—which, particularly for sundry females, was apparently quite a thrill. In some cities, many thousands of phone calls were made to Stewart!



E. B. Weiss

During the past Christmas season, telephone services were set up for children to use in telephoning Santa. They were eagerly bought up by department stores and, again, thousands of telephone calls were made.

There is little doubt that innumerable ingenious variations of this idea will be promoted. It may only be a fad—or it may, in some aspects, develop some degree of permanency.

■ I understand that the telephone company is a bit bewildered about it all. In some instances, the caller may feel that he has been misled—and the telephone company zealously guards its wires against that kind of misuse. But the telephone company also sees in the basic concept a potential for increased telephone usage. So, to the degree that the concept can be developed as a true public service, it will be fostered by the telephone company.

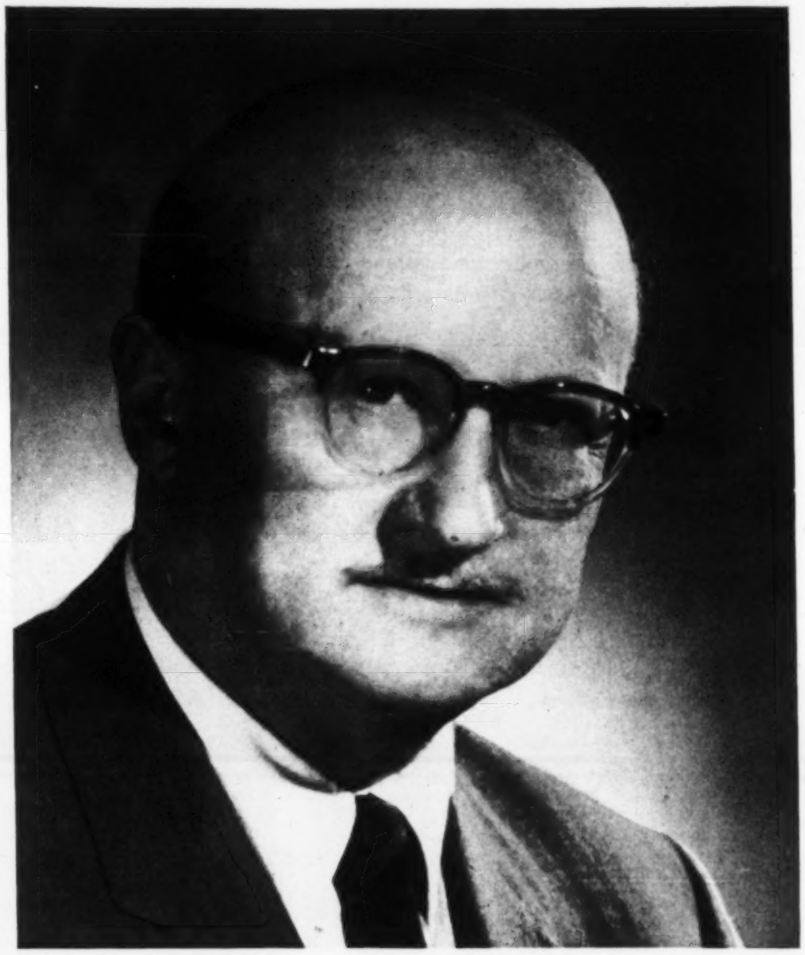
It is interesting to note that the telephone, as an instrument of retail selling in many manifestations, is beginning to enjoy something of a rebirth. For example, in some cities there are now Shoppers Phone Services; the shopper can phone in for almost any retail information. In other cities, retailers have banded together in various types of telephone promotions. In my home town of Stamford, Conn., for example, during the several weeks preceding Christmas the downtown retailers sponsored a rather weird price-offer plan and it was sold by random telephone calls with a technique too similar to that used by bucket-shop peddlers of blue sky securities.

Then there are the experiments going on in several parts of the country to revive telephone shopping for food; one organization is promoting a sort of telephone food super. There is no store—only a warehouse. The housewife phones the warehouse; deliveries are made to the home. (I suspect that this operation could be carried on at a lower cost than the rising costs of some of our luxurious food supers.)

■ Department stores are, of course, improving their telephone order boards, and several great department stores have made improvements in their telephone order boards, mechanically and systematically, that have involved substantial investments. (Telephone ordering on Sundays to these department store telephone order boards is picking up considerably.)

It is significant that, in an era in which we have great shopping centers, great highway stores, vastly improved downtown and neighborhood shopping facilities—there has, nonetheless, been a steady upswing in public shopping in the home, in public buying by mail, and in public buying by telephone. This proves, again, that no one form of retailing ever

"Ad Age is just naturally part of my life"



says **HOWARD E. WILLIAMS**
Vice-President / Marketing
E. & J. Gallo Winery

"Anyone in the business of promoting sales to consumers must be vitally interested in the news Advertising Age brings or I'd wonder just how aware he is of what's ticking. News of what's going on in the world I live in is in Ad Age. So Ad Age is just naturally part of my life."

GALLO
SHERRY

Before entering the wine industry, Mr. Williams "grew up," as he puts it, in the advertising agency business. In 1948, he resigned as San Francisco manager for Young & Rubicam to accept the general managership of the Wine Growers Guild. During this first association with a wine organization, he was responsible for creating "Guild" as a national brand. Mr. Williams joined the E. & J. Gallo Winery in 1956. As vice-president in charge of marketing, he is concerned with the introduction of new products (among the latest: the Thunderbird and Paisano wines), the opening of new markets, package design, and other duties.

Mr. Williams' principal leisure-time activities include fishing and furniture design. Fishing trips, he says, have taken him as far as Canada and Alaska. He also reports that as a member of the wine industry, "being an amateur chef is par for the course."

Advertising Age

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP **1 Year (52 issues) $3**

takes over all retailing. It also sugegsts that maybe our giant one-stop units are not quite the ideal service to some millions of our people that their sponsors fondly imagine them to be.

■ My own conviction is that too many self-service stores today show too much merchandise, too uninterestingly, too confusingly—and that some segments of the shopping public are mounting a small but noticeable rebellion.

In any event, the telephone is destined for some new uses patterned after the Jimmy Stewart-Santa Claus concept. Try your imagination on this one.

The Peeled Eye Department . . .

Depends on Who's Talking

By Dick Neff

Don't Just Sit There –Say Something!

LEO BURNETT CO., INC.

Duhhhh!

We sure like this ad by Leo Burnett.

First of all, we are delighted to see our old colleague Draper Daniels sitting there not saying anything, the man least likely to ever sit anywhere and not say anything that we have ever met in our entire life.

Second, we like the closing line, "You'd better make sure your advertising talks to people"—so incontrovertible a piece of advice it scares us even to think of ever taking up the opposite side of the debate.

Dick Neff

Third, we like the simple, barefoot, Niblets copy style, which sounds to us just like people talk.

Fourth, we like the thoughtful placement of the advertisement, which is one page preceding a column by James D. Woolf, (AA, July 6), headed, "Good Copy Is Not Written as People Talk," and goes on to say that "people's talk tends to be ambiguous, repetitious, slangy, inexact, replete with cliches, and often long-winded."

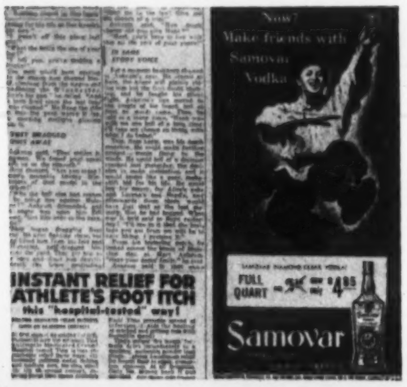
Depends on who's talking, wouldn't you say?

So Who Do You Think Invented Athlete's Foot?

A few weeks ago Al Winter, sales promotion manager of S. Posner Sons Inc., sent me this ad for good old authentic Samovar vodka (made in Schenley, Pa.).

We were grateful for the contribution, but hesitated to print it for fear we might be accused of either (a) stirring up ill feeling toward the Russians and upsetting all those delicate diplomatic negotiations, or (b) harboring dangerously pacifistic feelings towards the Russkis and getting the FBI all upset.

With all those crowds in the Coliseum, however, and Kozlov getting more free publicity these days than Eisenhower or even Elvis Presley, we are emboldened to print both the Samovar ad and the one that ran right beside it, which seems to us the most logical choice the makeup man could have made.



INSTANT RELIEF FOR ATHLETE'S FOOT ITCH this "hospital-tested" way!

Now! Make friends with Samovar Vodka

FULL QUART $4.95

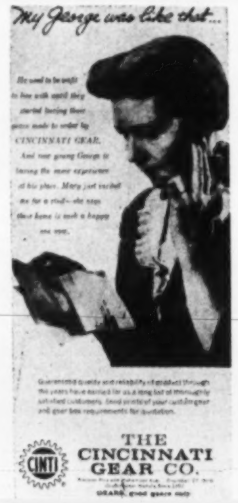
Samovar

Ladies! Is Your Husband Unfit to Live With?

Has your husband stopped beating you, and started sticking his thumbs in your eyes? Does he come home all tense and nervous and kick the dog? Do the children beat it to the poolroom when he comes in loaded?

Ladies, you simply must discover Cincinnati Gears. Here's what the copy says about them in this ad sent to us by Bob Wilson of Fuller & Smith & Ross:

"My George was like that . . . He used to be unfit to live with until they started having their gears made to order by CINCINNATI GEAR.



My George was like that...

THE CINCINNATI GEAR CO.

"And now young George is having the same experience at his place. Mary just invited me for a visit—she says their home is such a happy one now."

We're so happy, we could cry—with every one of our little eyes.

Ad-ecdote Department

Got any adecdotes for us?

Here's one from one of our favorite ear-peelers, Art Richmond.

A bunch of fellows from a very serious-minded New York advertising agency sent their boss one of those "Wish you were here" messages while he was on vacation. Included was a photograph showing broken whisky bottles, men lying on the office floor passed out, others boozing it up and breaking up the furniture and one little quiet fellow off in the corner hanging himself.

The boss took one look at the picture and said: "If I didn't know you all so well, I'd swear it was a fake." #

Employe Communications . . .

When the Company Grows Political

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Some weeks ago Lawrence A. Ragen, who is director of public relations for DePaul University in Chicago, decided that much is being said and done about industry's new role in politics, but that there are few dependable ground rules. Each spokesman for industry political action appears to have his own. As a result, Mr. Ragen decided to invite a few recognized authorities in the field, put a microphone in front of them and let them talk it out.

Moderator Ragen made astute choices. He selected Thomas R. Reid of Ford's civic and governmental affairs division; James C. Worthy, Sears' vice president-public relations, and Stephen A. Mitchell, one-time chairman of the Democratic National Committee and now a Chicago attorney. The results of the lively panel discussions are reported in the current issue of *Personnel* magazine of the American Management Assn., for which the panel was arranged. As a prelude to the report of the panelists' conversation, the *Personnel* editors remarked:

"While there seems to be considerable confusion and doubt as to just what steps business can or should take toward insuring that the electoral process more truly expresses the 'will of the people,' it is beginning to be generally recognized that corporate action must go beyond pious, last-minute exhortations to employes to 'vote for the candidate of your choice'."

■ The panel trio clearly agrees. The fact that industry seems to be moving slowly forward into political action, however, augurs well for the ultimate outcome, since the panelists feel that otherwise—in the words of panelist Reid—"there will be a few who will rush in pell-mell and make mistakes. They will make unfortunate statements and launch into programs that aren't thoroughly considered. Doing so will harm the cause immeasurably."

Ex-politico Mitchell (who has recently written a book, "Elm Street Politics," dealing with how-it's-done techniques) was confronted early with the jackpot question, "How does industry go about all this?" Although Mr. Mitchell didn't proffer what he called the sure solution, he plumped heartily for the so-called political club movement as the best answer. "These clubs," he said, "are completely in tune with the times. People from the same neighborhood form a club that technically works within a party but actually works alongside of it. They combine meaningful political action with a good deal of social activity."

■ Democrat Mitchell, who couldn't resist the opportunity to twit the Republicans for taking too much for granted ("I've never seen a Republican worker canvass our street") had something specific to say about the business man's approach to political activity: "It strikes me that it is too bookish. I think, too, that business men are unrealistic in their attempts to make a whole drove of vice-presidents into precinct captains. They're trying to make the most overworked man in business do work for which he will simply not have time."

The sign-watchers would detect from the panelists' conversation that, although industry is moving slowly into politics, it's definitely moving. There is greater activity at the community levels of persuasion, and the thought that political action cannot be extended to include the rank-and-file is being abandoned.

Mr. Worthy envisions a whole new area of specialization emerging here—trade associations are not, in his view, equipped to serve the needs of industry in political activity because "trade association activities tend to be primarily negative for the very good reason that an association must have a consensus in order to act." And Mr. Reid feels that "we will see in corporations the emergence of the civic and governmental affairs specialist. I freely predict that we'll see an entire new line of careers in this field—just as we saw the emergence of the industrial relations specialist and the public relations specialist." #

Tips for the Production Man . . .

Plastic Binding in the Office

By Kenneth B. Butler

The versatility of modern plastic binding equipment in the advertising department cannot be overlooked, I have decided—although I turned the other way dozens of times whenever this subject was brought up in our own organization. Now we are able to plastic-bind any number of items and find the equipment so useful we would not want to part with it.

There are desk models for occasional use, and power machines that cost a little more but which are faster. We find the use of the equipment so simple that just about anyone with a little time on his hands can plastic-bind the sort of thing that comes up in daily operation of an ad department.

■ Plastic binding is not only decorative and colorful, but it is practical, since oddments of sheets and inserts can be bound into a finished book or manual that will open easily and remain open at any page, flat on the desk.

Plastic binding can be used in the average office for a multitude of uses, and we ourselves have been amazed at the frequency with which we employ the new equipment. For example:

Booklets
Catalogs
Presentations
Manuals
Brochures
Albums
Documents
Surveys
Course Outlines
Price Lists
Parts Lists
Budgets
Statistical Data
Operating Procedures
Directories
Recommendations
Summaries
Field Reports
Cost Studies
Memo Books
Projects

■ In addition to availability of plastic binding material in several colors and dimensions, the equipment necessary includes a punching machine and binding machine. These two units can easily be placed on a desk, with room to spare for binding materials.

A hand puncher and binding machine cost about $500; a power unit in desk size model is available for under $1,000. The plastic material is available in stock through the manufacturers.

The manufacturers usually demonstrate and instruct in the use of the equipment, in your office. Operation is simple. Adjustable guides enable operator to center sheets under the punches. Thus, exact alignment of holes, even for a large number of bound copies, is assured, even though punched in separate lifts.

■ The plastic binding material is available in a complete assortment of attractive colors. These can either harmonize in color, or contrast, with the cover stock used. Colors available include silver and gold. Bindings are available to accommodate anything from 16 pages up to 400 pages. Versatility of styles include round-

"I can't afford to waste my advertising"

Of course he can't. This manufacturer knows that in a dynamically changing economy he must re-evaluate and re-define his market regularly. If his market is metalworking he knows that over 80% of it is concentrated in some 7,000 *mass production* plants. And the best way to reach this market is through mass production's own magazine, *Production*.

Production's authoritative and timely reporting pays off by making it "must" reading for over 29,000 production engineers and managers in these plants. *Production* copies are read, re-read and passed on . . . really *used* by the men who make the major buying decisions in the manufacture of aircraft parts, automobiles, business machines, appliances and thousands of other metal products.

And it pays off for *Production* advertisers, too! To see how *Production* fits into your advertising portfolio, check SRDS, then call in your *Production* District Manager. Or, contact Bramson Publishing Company, Box 1, Birmingham, Michigan.

Concentrate your advertising in the only magazine that concentrates on mass production . . . America's largest industrial market.

PRODUCTION
MAGAZINE

ed as well as square backbones. There is a remote foot control available for power machines, enabling operator to have both hands free for feeding and removing sheets.

Transparent cover stock made of plastic is available from stock by the firms handling these machines.

The office models are especially valuable for departmental work, where you desire a few copies up to a few hundred. The presence of the machine itself encourages many uses, and your reports can be made to look professional in a jiffy with little cost. Long production runs would doubtless be best handled outside by commercial plastic binding houses.

■ Here are names of some sources who will be glad to supply complete information. These firms may have branch offices in metropolitan centers. Also, our list may not be, and probably is not, entirely complete:

General Binding Corp., 1101 Skokie Highway, Northbrook, Ill.

Plastic Binding Corp., 732 Sherman Street, Chicago 5, Ill.

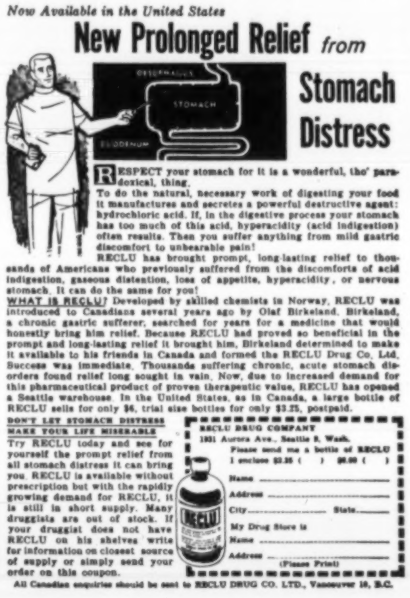
Apeco Plastics Division, American Photocopy Co., 2100 W. Dempster St., Evanston, Ill. #

Learning from the Retail Ads . . .

The 'Insensitive' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)


OESOPHAGUS
STOMACH
DUODENUM
RECLU

Now Available in the United States

New Prolonged Relief *from* **Stomach Distress**

RESPECT your stomach for it is a wonderful, tho' paradoxical, thing.

To do the natural, necessary work of digesting your food it manufactures and secretes a powerful destructive agent: hydrochloric acid. If, in the digestive process your stomach has too much of this acid, hyperacidity (acid indigestion) often results. Then you suffer anything from mild gastric discomfort to unbearable pain!

RECLU has brought prompt, long-lasting relief to thousands of Americans who previously suffered from the discomforts of acid indigestion, gaseous distention, loss of appetite, hyperacidity, or nervous stomach. It can do the same for you!

WHAT IS RECLU? Developed by skilled chemists in Norway, RECLU was introduced to Canadians several years ago by Olaf Birkeland. Birkeland, a chronic gastric sufferer, searched for years for a medicine that would honestly bring him relief. Because RECLU had proved so beneficial in the prompt and long-lasting relief it brought him, Birkeland determined to make it available to his friends in Canada and formed the RECLU Drug Co. Ltd. Success was immediate. Thousands suffering chronic, acute stomach disorders found relief long sought in vain. Now, due to increased demand for this pharmaceutical product of proven therapeutic value, RECLU has opened a Seattle warehouse. In the United States, as in Canada, a large bottle of RECLU sells for only $6, trial size bottles for only $3.25, postpaid.

DON'T LET STOMACH DISTRESS MAKE YOUR LIFE MISERABLE

Try RECLU today and see for yourself the prompt relief from all stomach distress it can bring you. RECLU is available without prescription but with the rapidly growing demand for RECLU, it is still in short supply. Many druggists are out of stock. If your druggist does not have RECLU on his shelves write for information on closest source of supply or simply send your order on this coupon.

RECLU DRUG COMPANY
1931 Aurora Ave., Seattle 9, Wash.
Please send me a bottle of RECLU
I enclose $3.25 ( ) $6.00 ( )
Name __________
Address __________
City __________ State ______
My Drug Store is
Name __________
Address __________
(Please Print)

All Canadian enquiries should be sent to RECLU DRUG CO. LTD., Vancouver 10, B.C.

Here is an ad which seeks to induce me, if I have "stomach distress," to buy some Reclu. Since the name is rather a strange one, a second "take" shows that it is simply the word "ulcer" spelled backwards. (Shudder.) I have decided I don't want any.

However, being an inveterate advertising reader, I wonder what kind of bid they make for business in expensive space.

I find the ad is full of claims for:

Prompt, long-lasting relief from discomforts of

Acid indigestion.
Gaseous distention.
Loss of appetite.
Hyperacidity.
Nervous stomach.

Beneficial in prompt and long-lasting relief.

Relief long sought in vain.

Prompt relief from all stomach distress.

One wonders "why" or "how" all this relief.

■ In the entire page is not one word of explanation. There is nothing here to make the story credible. Maybe it's "chemicals," for it was "developed by skilled chemists in Norway." Or perhaps combination of pure spring waters, or it's bicarb in solution?

The illustration and diagram are strictly to get attention. They are not informative nor do they fuse with, or illustrate, the copy.

There is nothing about the content of the bottle except that it is "large."

If this kind of ad is worth the high-priced space it used, it will not be because the ad is a proficient selling message, but because a whale of a lot of people with stomach distress are rolling in dough and feeling no financial distress.

If this product is successful we may soon expect to see on the market, medicines called Recnac, Ffurdnad, Selip, Amezce and Sisotilah.

At least Serutan does not give the reader a shudder when he discovers it is a word spelled backwards.

Incidentally, this Reclu ad reminds me of the insensitive ad that has been running full color in magazines on Esquire boot polish, titled, "The Man in Command—Precise . . . Poised . . . Polished . . ." etc., and it shows this precise, poised, polished gentleman in a richly paneled, fine old library, with his left foot flatly and solidly resting two feet above the carpet on the wooden circular frame of a valuable antique globe. I hope no poised and polished gentleman from Pan American comes visiting me in my library.

(Hey, Levene. The editor won't let me comment on lousy agency ads, and you didn't send an address, so I can't answer you.) #

Looking at Radio and Television . . .

Behind the Mahogany Paneling . . .

By the Eye and Ear Man

As the radio and television department of an advertising agency finds itself more and more involved in problems of negotiation with networks, and finding safe buys, as opposed to trying new shows, there emerges a struggle for power between several departments. The winner gets a larger say in the management of the agency and, of course, ultimately, more money.

The final decision in the buying of television is generally far from a unilateral one—hence the remarkable lack of corruption in the broadcast industry at the present time due to the simple economic fact that you can't bribe a hundred guys. The routine usually goes like this:

1. Media plan originating in media and account departments calls for total budget with arbitrary division in electronics subject to proper show and time.

2. Media and program departments notify network and independent package producers that they are looking.

3. Screening of various proposals.

4. Media agrees on time period.

5. Program agrees on program.

6. Both sit on proposal by networks for several programs and multiple time participations in programs controlled by networks.

7. Account group accepts or rejects proposal made jointly by media and program groups.

8. Plans board or executive committee of agency approves or rejects.

9. Client okays.

Now this seems a fine orderly procedure and democratic, but it rarely works that well. There always is a star who wants to run ahead of the team for personal self aggrandizement. They emerge in the following manner:

1. The super account executive. He knows that the program department has been watered down lately and, who needs them—when he is buying time and talent deals? And this guy is convinced that the media section is composed of dull, grey bookkeepers, who can't even add a list of station rates and have it come out right. He can read the research, he has met all the network officials, so what the hell . . .

The super then secretly meets with networks, programmers, and his client. He then judiciously drops a few hints to his agency moguls that he is being pushed by his client and is having to run ahead of the machine—for the good of the agency, of course. He rushes an idea through the hastily-gathered plans board in camera, and, lo and behold, a program is bought since he had his client in his pocket all along.

This manipulator violates all the agency rules and finally gets his comeuppance. He gets to be president of the agency and is kicked out in a merger or dies of ulcers. In fact there is no real reason why television cannot be run this way today, providing the account exec is truly informed and talented. In a smaller agency there is no other way.

2. The media man. He has the head start on the other guys by drawing up the plan that is going to be the determiner of division of dollars by media. If he has a gripe against the program head, he steers the money into print and freezes that worthy out. He can often make as good a case for print as for tv, and there is never any argument about the commission.

If he decides on tv, the pattern goes like this: since the media man has a head start, he calls the network boss right away and tips him off and asks for any hot program and time opportunities, gets an option, calls a meeting of program, account and media and sells them on the best opportunity.

Maybe he even calls key members of the plans board at the same time to see that he gets all the credit. Then, since his first offering is hot, he demands to tell the client the real first-hand story himself. This kid is going far in the agency.

3. The program head. Since he is really the last one in the chow line, he has to be nimble or he is *fini*. The guy who succeeds is usually a little flashier than his opponents. He is ready for them, and when they try to tell him an idea he snorts, "For Heaven's sake, I knew about that turkey weeks ago—it's worn out already." Then he darts and dashes around the room, throwing out dozens of sensational ideas that he has stored up for this battle. This dazzles the opponents and confuses them so much that he says, "Leave this to me, men—my periscope is up and it's pointing on target."

The con man then goes to the secret phone, unlisted, and calls the network head and eats him out for talking to small boys and amateurs and muscles him into giving him a better deal on a better show on the threat of never giving him any business again. This nimble dodger rarely gets to be head of the agency—just rich.

Now this trio of operators must compete with each other—but it is for the good of the agency, provided the end result is good. An outside contender is sometimes the shrewd legal eagle, who has more and more to say about the deals. Sometimes, too, it is the fearless client who knows what he wants and has access to the same people, research—and is a do-it-yourself client.

The battle is on for *power*. May the best man win, and he won't. #

Salesense in Advertising . . .

Ivan Skavinsky Skivar

By James D. Woolf
Creative Consultant

I'd had only two old-fashioneds, so I don't believe I was befuddled as I glanced through the July issue of *Esquire*.

That is, until my eyes fell on the color advertisement on the back cover, reproduced here. The product was Springmaid sheets, an article of fine quality; the subject of the discourse, however, was Ivan Skavinsky Skivar. I was now befuddled for sure.

James D. Woolf

I didn't have the fortitude to read all of the lengthy "copy," which was rendered in verse. But I did read the first and last stanzas, which I give you herewith.

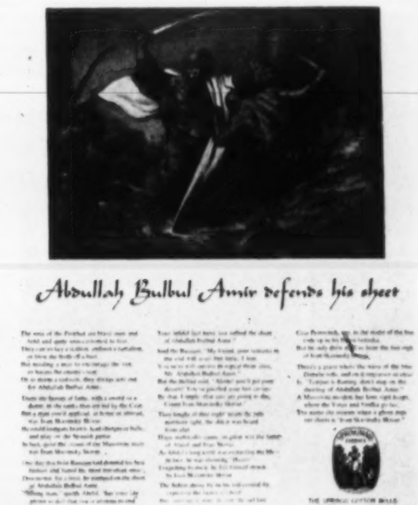
The first stanza:

The sons of the Prophet are brave men and bold and quite unaccustomed to fear.
They can jockey a stallion, ambush a battalion, or blow the froth off a beer.

Last stanza:

A Muscovite maiden, her lone vigil keeps, where the Volga and Vodka go far;
The name she repeats when a ghost tugs her sheets is "Ivan Skavinsky Skivar."

■ Perhaps this amazing advertisement is good entertainment. Possibly there are some valid reasons why it is good advertising. But I can't think of any.


Abdullah Bulbul Amir defends his sheet
THE SPRINGS COTTON MILLS

However, I didn't trust my own judgment in appraising this fantastic offbeat advertisement. So I showed it to ten housewives, all of them intelligent and reasonably well-educated. Without exception they dubbed the ad as "silly," "crazy," "ridiculous," "foolish," and so on.

■ But maybe these worthy ladies are not typical of the millions of housewives who carefully invest their hard-earned money in sheets and other such costly necessities.

As for me, I am still befuddled. So much advertising in this modern beatnik era is way over my head. #

National Advertising Builds Dealer Support for Luxury Cigar

(Continued from Page 2)

vinced Mr. Annis that the company's New York advertising had little or no effect on dealers in the rest of the country.

■ In the fall of 1957 the company bought space in *The New Yorker*. The following spring it used *Newsweek* and *Sports Illustrated*, and that fall it returned *The New Yorker* to the schedule and added *Time*.

Currently, the Gold Label national campaign, which bills $100,000, is appearing in *Newsweek*, *Sports Illustrated*, the *New York Times Magazine*, *Time*, and *U. S. News & World Report*.

"Today," Mr. Annis told ADVERTISING AGE, "Gold Label cigars are the only clear Havana cigars which are consistently advertised in national media."

Determination of the company's advertising budget, he said, "is influenced by the industry's long-standing criterion—roughly 2.5% of gross sales.

"However," he added, "this is not a hard-and-fast policy. We deviate when conditions warrant.

"Our basic advertising policy has been pretty well defined from the outset. Our objective is to promote Gold Label cigars as the Tiffany or Rolls-Royce of the clear Havana market. We aim to gain recognition as the kingpin of the luxury cigar field, and our advertising and promotional efforts have been geared to this objective.

■ "The key factor in all of our operations is quality control. Our production must of necessity be limited. Aside from the limited market for luxury cigars, the supply of fine, top-quality Cuban tobaccos is limited," he said.

"We will never make more cigars than we believe we can produce consistently with our quality control standards. We will never compromise with quality for the sake of adding volume," Mr. Annis insisted.

"We are not striving to become the largest cigar maker in the field. We have no intention of competing with the mass-produced cigars.

"In switching media strategy two years ago, the move was prompted by two factors," Mr. Annis said. "We wanted to provide wholesalers and retailers with prestige advertising support, and we felt the time had come to create a consumer franchise for the brand.

Annis Tobias Wildman

CREATIVE CONFERENCE—*Morton L. Annis, vp and sales manager, Gradiaz, Annis & Co.; Seth D. Tobias, senior vp and plans board chairman, and Nat C. Wildman, vp and account supervisor at Mogul, Lewin, Williams & Saylor, at a recent advertising and packaging conference at the agency in New York.*

"Our advertising in national media during the past two years," Mr. Annis said, "must be credited for our increased volume. This has been a natural and not an artificial increase. By artificial I mean something like the last-minute sales rush in New York to beat the 15% tax impost which went into effect July 1. Distributors have been buying tobacco products heavily to escape the tax. But we've had a 35% sales increase exclusive of this artificial sales stimulant.

■ "There is abundant evidence to support the belief that our national advertising is responsible for our sales growth," Mr. Annis said. "For example, some months ago, one of our missionary men stopped in a suburban town just outside of Indianapolis. He was told by the distributor's salesman that a luxury cigar, such as Gold Label, couldn't be sold in that town. The two men then visited five retailers, and each specifically referred to the Gold Label ads. Furthermore, each dealer placed an order as a direct result of the advertising campaign.

"Another instance was in Houston, one of the last holdouts among the smaller metropolitan markets. The distributors were pessimistic about the chances of our brand catching on in what they called a strictly non-luxury cigar market. But we found that some of the retailers had seen our ads and were receptive, particularly drug stores, fine restaurants, and a few other outlets. Sales were good from the start, and more important, the repeat business has held up remarkably well.

"In several other markets—Buffalo, Cleveland, Detroit, and others—" Mr. Annis said, "Gold Label outsells all other clear-Havana brands combined.

■ "National advertising," he said, "has also encouraged dealers to keep more sizes in their display cases, and it has stimulated distributors to exert more selling effort at the retail level.

"We go to great lengths to keep the brand available to consumers wherever they may be. We follow the resort route across the country. Our salesmen move into Sun Valley, New England, Virginia Beach and other class resort areas during the summer. During winter months we concentrate on Miami Beach, Palm Beach, Las Vegas, Palm Springs, Charlevoix, Mich., and such areas. Our objective is to follow our customers and try to attract new ones."

While conceding that the market for clear Havana cigars is a limited one, Mr. Annis is convinced that it is growing. "Of the 6 billion cigars sold in this country in 1958," he said, "the Class G cigars, which sell for 20¢ and over, accounted for 3% of total consumption." He estimated the market potential for Gold Label cigars to be about 100,000 men throughout the country.

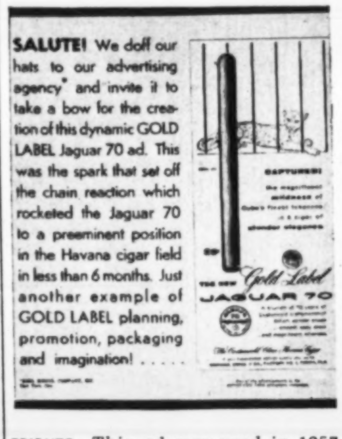
"Although we concentrate on the higher income brackets," he said, "we've also done quite well in middle income resort areas."

■ Packaging to Mr. Annis is almost as vital as advertising. "Distinctive packaging," he said, "is one of the most important factors in merchandising luxury cigars. We are constantly on the alert for new ideas and conceptions of creative packaging. Currently, Gold Label is breaking into distribution with a new line, called the Vintage Line. The tobacco is from the 1955 Havana crop which has been in the curing stage for the past four years. The package is as distinctive as the cigar itself. We believe that our green-ribboned package with its gold hallmark will stand out on any dealer's shelf, and that's at least half the battle in introducing a luxury product."

Gradiaz, Annis & Co., which celebrated its 70th anniversary in 1956, is headed by Mr. Annis' father, Julius B. Annis, who last year celebrated this 50th anniversary in the cigar business. Ten years ago the company decided to enter national distribution after having always followed the prevailing premium-cigar pattern of marketing regional brands on a local basis. It changed the name of its well known Ignacio Haya brand to Gold Label, after research showed that many consumers were having difficulty pronouncing the Spanish name. Many would simply point to the box in a cigar store and ask for "the cigar with the gold label."

With the relaxation of government packaging regulations in 1956, the company introduced its Crystal humidor that fall, and the following year introduced what reportedly was the first flip-top box in the luxury cigar field.

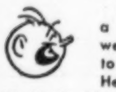
■ One of its boldest innovations, two years ago, was the offer of a premium, in the form of a de luxe



SALUTE! We doff our hats to our advertising agency* and invite it to take a bow for the creation of this dynamic GOLD LABEL Jaguar 70 ad. This was the spark that set off the chain reaction which rocketed the Jaguar 70 to a preeminent position in the Havana cigar field in less than 6 months. Just another example of GOLD LABEL planning, promotion, packaging and imagination! . . . . .

TRIBUTE—*This ad was used in 1957 in the Tobacco Leaf, following a successful advertising campaign in newspapers and magazines for the Jaguar 70.*

WTRF-TV STORY BOARD



The businessman was on a trip through the southwest looking for souvenirs to bring home to his friends. He spotted an old Indian with loads of painted jugs and colorful blankets.

"How much?" he asked, pointing to the lot.

"Hundred dollar," said the Indian.

"Nothing doing," said the businessman.

"How much you give?"

"Twenty-four dollars."

"Listen, wise guy," said the Indian, "bargains like Manhattan Island you ain't gonna get no more."

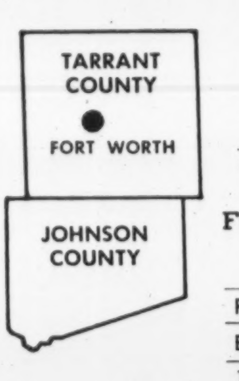
● One of the few bargains left anywhere is a spot campaign on WTRF-TV. It reaches nearly 2 million people in a 39-county area who have a spendable income of $2½ billion annually. Contact the George P. Hollingbery Company now for fall and winter availabilities on WTRF-TV; make sure your products are seen and heard in this super market of America.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

Announcing!

THE NEW
FORT WORTH
METROPOLITAN
AREA

FORT WORTH STAR-TELEGRAM
"BUSIEST SALESMAN IN TEXAS"



Covered Thoroughly Everyday by the

FORT WORTH STAR-TELEGRAM

The Fort Worth Metropolitan Area	
POPULATION	618,000
EFFECTIVE BUYING INCOME	$1,093,684,000
TOTAL RETAIL SALES	$715,707,000

39th in the Nation in Population!

41st in the Nation in Effective Buying Income!

40th in the Nation in Total Retail Sales!

**Sales Management* now includes the 2-county area of Tarrant and Johnson Counties as the Standard Fort Worth Metropolitan Area.

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Jr., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS

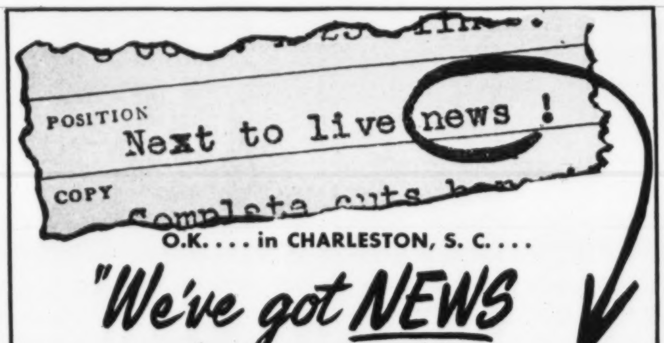
without the use of schemes, premiums or contests
"Just a good newspaper"

Whether it's
PRINTED
BROADCAST
TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright—accusing your Agency, Client or personnel. SO—have our unique Excess INSURANCE, to cushion the claim—effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.



O.K. . . . in CHARLESTON, S. C. . . .

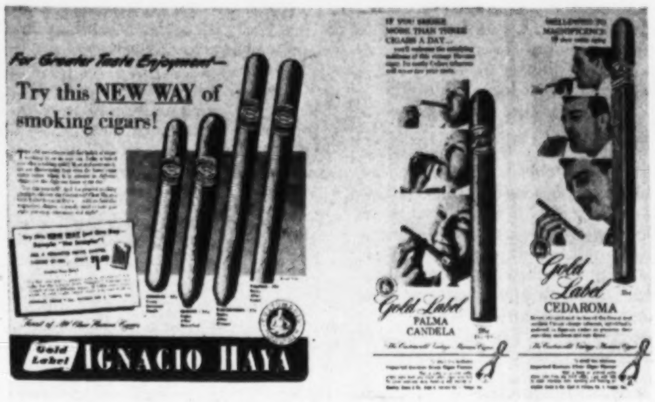
"We've got NEWS for you!"

In the growing Charleston area nearly everyone "READS" his daily newspapers. The POST-NEWS & COURIER, because of its fearless, honest reporting of the NEWS that affects some 250,000 people within its influence, are carefully READ . . . right down to the obituaries. Advertisements in these newspapers get the same careful READING . . . these, too, are NEWS!

SELL THIS BIG MARKET WITH THE NEWSPAPERS THAT ARE READ

Charleston EVENING POST
NEWS and COURIER

Represented Nationally by
THE JOHN BUDD COMPANY


For Greater Taste Enjoyment—
Try this NEW WAY of smoking cigars!
Gold Label IGNACIO HAYA
Gold Label
PALMA CANDELA
Gold Label
CEDAROMA

EVOLUTION OF BRAND NAME—*At left is 12-year-old newspaper ad with Ignacio Haya emphasized in logotype. At right are two current ads with Gold Label logo in script type. Labels on the cigars also name change of brand.*

cigar holder—something reportedly never before attempted in the luxury cigar field. With a retail value of $3.50 it was offered for 50¢ with a band or cellophane wrapper from any Gold Label cigar.

Promoted by newspaper and magazine advertising, as well as by counter cards, the premium offer has drawn more than 15,000 requests.

This led the company to put on a second premium offer last fall. It was a cigar piercer, imported from Germany, and was offered for 50¢ and any Gold Label band or cellophane wrapper. Response has been a little over 5,000.

■ Much of the company's success during the past two years is credited to the younger Mr. Annis, who became vp and sales manager in 1947. Born in New York, he grew up in Tampa and was graduated from the University of Pennsylvania's Wharton school of finance in 1938. He then started in the tobacco business as an apprentice at the Gradiaz, Annis factory, and later worked in various departments of the business. In 1940 he launched his sales career as a missionary for the company in Texas.

In 1941 he entered the army, was graduated from the army industrial college and became a liaison officer to the Royal Canadian ordinance corps. After five years in the army, he returned to the cigar business in 1946 as a salesman for Gradiaz, Annis.

He is a director of the Cigar Institute of America, and a member of the organization's advertising committee. He has written a manual for cigar smokers scheduled for publication shortly under the title "Fact & Fancy About Cigars." It will be mailed to 20,000 smokers who have responded to the company's premium offers.

■ In 1956, to commemorate the company's 70th anniversary, Mr. Annis introduced the Gold Label Jaguar 70 with a heavy advertising campaign that was very successful. In fact, Mr. Annis was so impressed with the impact of the campaign he took the unusual step of ordering a page advertisement in the *Tobacco Leaf* to pay public tribute to his advertising agency (then Emil Mogul Co., now Mogul, Lewin, Williams & Saylor) for "a spectacular advertising success." #

Brodrick to Paine, Webber

Richard M. Brodrick, formerly with General Electric Co., has joined Paine, Webber, Jackson & Curtis, New York stock broker, as director of advertising and public relations. He succeeds Luttrell Maclin, who has been promoted to partner in charge of new business development.

Caloric Promotes Klein

Caloric Appliance Corp., Jenkintown, Pa., has promoted Victor L. Klein from advertising manager to director of advertising and promotion, a new position.

Delivers your full page ad
into 100,000
Lutheran Homes
for less than

2/5 of one cent

per family

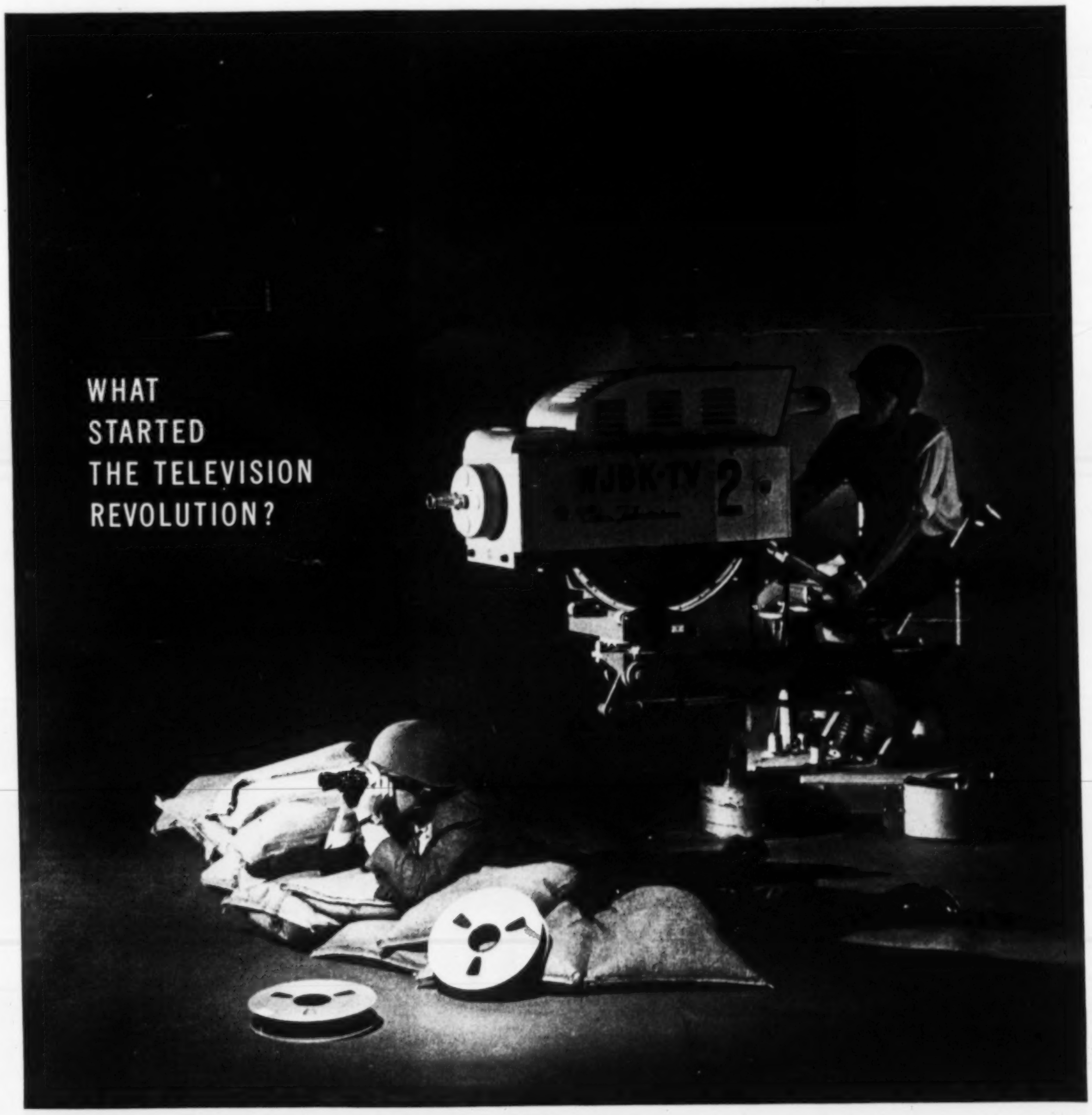
This Day

The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.



VIDEO TAPE MADE ONLY BY 3M

A lot of shooting in this revolution, but no casualties because "Scotch" brand Video Tape makes possible flawless "live" commercials and programs. Re-take and processing headaches are in exile. Production costs are under heavy attack.

And it's not over. The best producers agree that the uses and economies of video tape, pioneered by 3M research, are limited only by the imagination of the user.

Fast run-throughs and playbacks, more flexible schedules. The tape can be erased, re-used, spliced and edited.

Perfect video and audio are preserved on "Scotch" brand Video Tape which gives you "fluff-proof" commercials for half the cost. Maybe less.

Scotch
video tape

Minnesota Mining and Manufacturing Company
...where research is the key to tomorrow
3M Company

"SCOTCH" and the Plaid Design are Registered Trademarks of the 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1959 3M Co.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

AA Readers Unstinting in Their Praise of Whitman Hobbs' Words of Wisdom

To the Editor: Congratulations on making available fine, *fine* words of wisdom such as Whit Hobbs is able to produce (AA, July 6). All alibis, excuses and arguments to the contrary, we must admit that advertising and advertising techniques have sunk to the lowest levels . . . lowest in believability, in effectiveness and lowest in sales production per dollar investment . . . that we must experience almost a minor revolution in effectiveness if we are to remain acceptable to the purchasing forces.

The problem and its solutions (as advanced by Mr. Hobbs) is *so* simple . . . *soooo* apparent . . . that it is virtually ignored by the bulk of advertising personnel in the mistaken belief that it is either a mirage or a truth which applies to "somebody else . . . not me."

James Martin,
Ehrman Engraving Co., Cleveland.

•

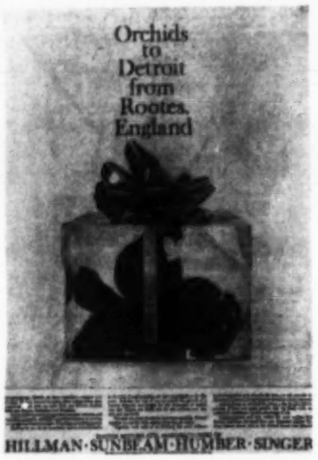
To the Editor: Over a period of years my scanning speed has considerably improved and, usually, I extract the kernel of an article at full tilt. The reprint of Whitman Hobbs' speech in your July 6 issue slowed me to a gallop, a trot, and, finally, a leisurely walk. It was stimulating and interesting as well as just plain enjoyable, and is surely a prime example of forthright copy in itself. After considering various sinners whom it might save I decided to keep it myself, against a day when I may need refreshing.

M. S. Greene,
Sales Promotion Manager, Construction Equipment Co., Montreal.

•

Hobbs' Advice Followed?

To the Editor: The same day Whit Hobbs' speech to admen to "surprise 'em" appeared in your pages, the enclosed ad turned up in the *Detroit Free Press*. Did somebody follow Hobbs' advice? Did Hobbs write the ad? Or was it just coincidence?



Orchids to Detroit from Rootes, England

HILLMAN·SUNBEAM·HUMBER·SINGER

J. C. Thompson,
Magnesium Products Merchandising, Dow Chemical Co., Midland, Mich.

•

To the Editor: Many thanks to Whit Hobbs, and to Ad Age for printing him.

If you are considering making up some reprints of the article, please let me know—my tear sheets are already ragged.

Barbara Stoner,
Marty Benson & Associates, San Francisco.

AA hopes that the Hobbs admirers have kept their copies of the July 6 issue, as there is no plan at present to reprint the Hobbs article.

• • •

It's Gravure, Not Offset, for 'Seventeen'

To the Editor: You let the cat out of the bag in your "The Creative Man's Corner" July 13 edition, where you state that *Seventeen* is printed by offset. We have been telling *Seventeen* for years it was printed by gravure—and, quite frankly, believe so ourselves.

As printers of *Seventeen*, it goes without saying the fine comments you made relative to the reproduction qualities of our printing were sincerely appreciated. We are proud of your comments, our printing, and the gravure process. Therefore, let it be said that *Seventeen* is printed by gravure.

Charles F. Elsesser,
Gravure Division, Triangle Publications, Philadelphia.

•

To the Editor: In your July 13 issue in the "Creative Man's Corner" you had an article about *Seventeen* magazine in which you were kind enough to make complimentary comment on the reproductions which appeared in it. You then stated that this magazine was printed in beautiful offset. This is erroneous. *Seventeen* is one of the magazines which is completely printed in gravure. As secretary of this association, you can appreciate my interest in having that error corrected.

Edward S. St. John,
Executive Secretary, Gravure Technical Assn., New York.

•

To the Editor: We were astonished to read in the July 13 issue of your magazine under the column, "The Creative Man's Corner," the reference to *Seventeen* magazine's "magnificent offset reproduction."

We are the world's leading manufacturer of rotogravure ink. Our product is used exclusively in *Seventeen* magazine and it was a shock to our pride as a supplier to have *Seventeen's* incomparable results classed as offset printing.

J. A. Quigley,
President, In-Tag Division of Interchemical Corp., New York.

• • •

At Mogul It Was Taffy Break

To the Editor: Re Gladys the Beautiful Receptionist, July 27 issue. Jerry Weipert suggests, "Why doesn't some candy company promote a toffee break?"

A couple of years back, while with the Emil Mogul Agency we did just that. Ran a Taffy Break, or Bonomo Break, promotion for the Bonomo Turkish Taffy account.

If Jerry doesn't read this letter, I'll deliver the rebuttal personally. Today, we're office neighbors at W. B. Doner, Detroit.

David Russell,
W. B. Doner & Co., Detroit.

• • •

Kefauver Fuss Echoes

To the Editor: Your June 22 issue, in "This Week in Washington," states: "This same anti-monopoly subcommittee under Sen. Estes Kefauver . . . stirred a fuss last fall with a report which suggested that ad costs add more to the price of autos than they save by fostering mass production."

I believe you are not precisely stating the general impression produced by testimony before the anti-monopoly committee on the subject of administered prices in the auto industry. The principal impression I received from reading the report was that *annual model changes* were the principal offenders against the price situation.

True, an outline of the tremendous amounts spent for advertising was included, but little was made of what this might add to the cost of autos. I got the impression that ad expenditures were getting so high that they had relatively little effect on extra sales by one manufacturer over another.

Joseph A. Shirley,
Joseph A. Shirley & Co., Dallas.

• • •

Around the Water Cooler

To the Editor: Hardly an issue of Advertising Age goes by but what we don't see "Glenda The Beautiful Secretary" featured in some industrious activity. We get a chuckle out of this particular feature . . . but wonder why it is she is always featured by a General Electric Water Cooler?

Why not an Oasis water cooler or Hot 'N Cold . . . for the coffee break? Enclosed is one of the many Oasis water coolers we manufacture. How about a little equal billing?

A. L. Hancock,
Public Relations Director, Ebco Mfg. Co., Columbus, O.

Take it up with Today's Secretary, which pays for those Glenda ads. Our own Gladys, from whom Glenda is copied, has her own water cooler.

• • •

Don't Write as You Talk

To the Editor: When I read James D. Woolf's article, "Good Copy is Not Written as People Talk" (AA, July 6), I recalled the spectacle of an early advertising colleague, a real pro and a great teacher, standing across the desk from an imaginary industrial executive reciting the headlines and copy from the typical advertisements that fill our trade and business publications. Consequently, your article gave me a jolt. But after a little thinking, I realized there is no contradiction at all. The absurdities demonstrated by my colleague came not from the fact that the copy he read wasn't like people talk but from the fact that it had no meaning, that it didn't say anything stimulating, interesting or helpful.

I liked your remark, "If advertising actually were written as peo-

First in the SOUTH

Jackson, Mississippi has consistently held the top spot among Southern cities in Sales Management's list of "Best Markets". (It's in 3rd place nationwide, too.) Check your own economic indicators and you'll find Jackson high on every list . . . So . . . if you want business where business is being done—place your sales message in Mississippi's two top newspapers. Reach the most homes at the lowest milline rate.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

TYPE POINTS THE WAY

In most ads or collateral pieces, it's the type that makes the selling point, tells the sales story. Type buyers know this well and that's why more and more of them are specifying Service Typographers. You get the benefit of many years of experience combined with the skill and craftsmanship that makes a better job through guaranteed quality.

where typesetting is still an art

SERVICE TYPOGRAPHERS, INC.

723 S. WELLS STREET CHICAGO 7, ILLINOIS PHONE: HARRISON 7-8560

ple talk it would be dull, unimaginative stuff." This reminds me of one of my first jobs when I was a second or maybe third string reviewer of the theater for one of the New York dailies. Right there, I learned that if dramatists wrote their lines as people actually talk, the audience would be asleep before the end of the first act.

Keep your informative and provocative stories coming in ADVERTISING AGE.

Braxton Pollard,
Manager, International Advertising, Monsanto Chemical Co., St. Louis.

• • •

Says Tiny Airline Advertises More than New York Central

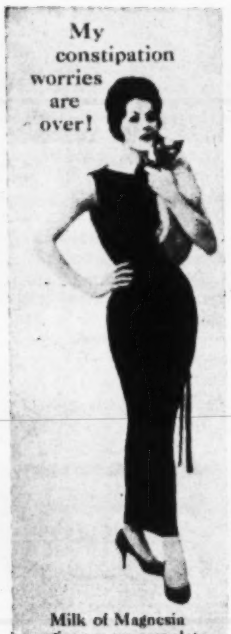
To the Editor: Updating your editorial on lack of railroad promotion (AA, July 13):

Media Records for 1958 shows that tiny Piedmont Airlines with a mere handful of planes used more lines of newspaper advertising in the city of Cincinnati than the giant New York Central used for its entire system.

How do the railroads know that no one wants to ride their trains? So far as the travelling public knows, passenger trains no longer exist. Passengers won't know about the solid comfort, picture windows, delightful air conditioning, freedom of movement, variety of menu and downtown arrivals unless the railroads tell their story in advertising.

Frank E. Shaffer,
Promotion Manager, *Charleston Daily Mail,* Charleston, W. Va.

• • •



My constipation worries are over!

Milk of Magnesia gives more complete relief than laxatives which act only on constipation . . . better relief than all of them! This is because Phillips' is more than just a *laxative.* It's also a remarkably effective *antacid*

Cat Market?

To the Editor: This ought to create a helluva market for Siamese cats—no?

Hunter Lynde,
President, Newman, Lynde & Associates, Jacksonville, Fla.

• • •

Chides, Rewrites Bedell

To the Editor: The fine ad which accompanies Clyde Bedell's article in the issue of July 6 was conceived boldly, with economy and sophistication. I smiled to find the article itself a monument to confused, redundant style and meandering thought.

The first paragraph is all gas and pretension. Compare it with the following reformulation in clear, simple language. "All art has form. The artist is master over that form. When he is employed by business to achieve some commercial end by means of his mastery, he must bend to another man's ends and purposes." That is the full content of the paragraph, and as for "undertones of science . . . experimenting unhinged from all reason . . . free wheeling creation" (whatever those things may be) the less said the better!

The rest of the article is equally poor . . .

Mr. Bedell says, "It is rather surprising that as many layouts come out as well as they do." I am not at all surprised. Artists, whether in the advertising field or the fine arts, ultimately depend for the quality of their work upon intuition and a sense of rightness; these are surer guides than the straightest rulers.

Yes, indeed, Mr. Bedell has a great deal to learn from retail ads like the one which illustrates his article.

Burton Wetanson,
New York.

• • •

What Is 'Big-City' Know-How?

To the Editor: Page 3 of your July 20 issue, featuring a story concerning General Development Corp., and the William M. Spire Advertising organization, was read with much interest by many of us.

We always keep abreast of things via ADVERTISING AGE and were happy to learn per paragraph three of the article that ". . . . 'big city' know-how to the South Florida area" has arrived!

Listed in the Miami telephone directory under the heading of "Advertising Agencies" are 70 or more organizations. Our GMAAA group has 25 member agencies, trying to "improve the breed."

Local offices of national stalwarts such as Grant, J. Walter Thompson and Marschalk & Pratt, join the many well established locally founded advertising firms in doing the best they can do with the tools they've got.

Datelined Miami, and purporting to be ADVERTISING AGE written, the article has touched off lively discussions as to what is "big city know-how." Which city—and how big?

Onward and upward.

W. Arthur Fielden,
President, Greater Miami Assn. of Advertising Agencies, Miami.

• • •

Railroads Under-Promoting? He, Too, Wonders

To the Editor: Your editorial, "Railroad Advertising" (AA, July 13), was particularly timely.

Take the case of two railroads from the New York city area to Buffalo. One (DL&W) maintains a small ad schedule—the other (LV) is seldom seen to promote its service.

Both traverse sparsely populated areas—both roads operate on approximately the same time schedule.

However, LV has the convenience of a terminal in mid-town New York (Penn station) whereas DL&W must rely on connecting subways (Hudson tubes) and ferry boats to reach its Hoboken terminal.

But the line with the convenient New York terminal wants to abandon its passenger service to Buffalo because it lacks patronage whereas DL&W with its inconveniences has no other thought than to maintain a friendly, comfortable and reliable service, and promotes its service accordingly.

Interesting, isn't it, that DL&W also maintains its ad schedule (though modest) whereas one never sees any LV promotion or advertising. Yes, there is plenty of room for wondering if the railroads aren't under-promoting their services.

Carl N. Peterson,
Woodstock Valley, Conn.

SHERATON
HOTEL RESERVATIONS
Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:
NEW YORK—CHickering 4-0700
CHICAGO—WHitehall 4-4100
DETROIT—WOodward 1-8000
LOS ANGELES—DUnkirk 2-7171
SAN FRANCISCO—EXbrook 2-8600
PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N. Y.

MIDWEST
CHICAGO
DETROIT
CLEVELAND
CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE
DALLAS
MOBILE, Alabama
NEW ORLEANS

WEST COAST
SAN FRANCISCO
LOS ANGELES
PASADENA
PORTLAND, Oregon

HAWAII
HONOLULU

CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

WWDC
WWDC Radio 1260
WWDC Radio 1260
WWDC 1260

A "BUMPER CROP" WE DIDN'T "PLANT"!

Would that all ads were this simple and beautiful! We ran a bumper strip promotion a while back, and the response was substantial. But little did we realize what a "depth reaction" we had achieved until this unsolicited picture arrived in the mail. No pious pronouncements from us about these youngsters being future WWDC customers for you. We'll let the photo—and the spirit that prompted it—speak for itself. We add only this—as well as being Washington, D. C.'s #1 radio station (May Pulse), we are now "the mike behind the bike"!

Radio Washington WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

*
watch
the
women
go
BUY
THE WOMEN GO BUY • WATCH THE WOMEN GO BUY • WATCH THE WOMEN GO BUY • WATCH THE WOMEN GO BUY • WAT

* The Oregonian is *right* with the retailer, who watches the women go buy day after day. Month after month, year after year, Portland retailers put most of their advertising in The Oregonian. They *know* The Oregonian is the active newspaper with the reactive audience . . . the one advertising medium that's big as all Oregon!

* *How big is the Oregon Retail Market? Almost $2½ billion annually. That's over twice San Francisco, and almost three times Buffalo!*

The
Oregonian
Portland, Oregon

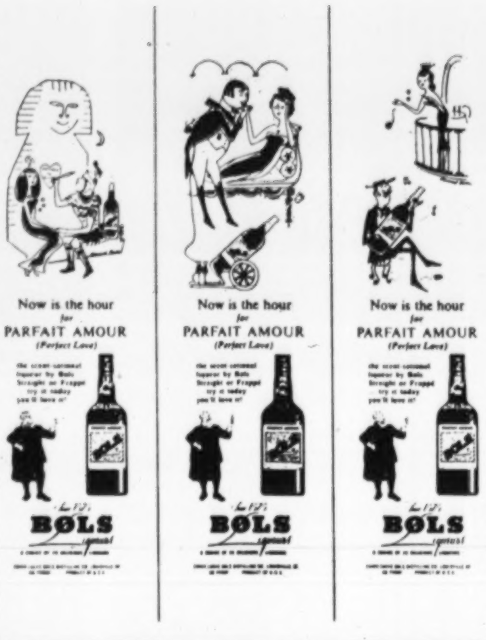
Leads in retail advertising—by Far!

Largest circulation in the Northwest
242,035 Daily • 306,014 Sunday

●

Represented Nationally by Moloney, Regan & Schmitt

Sources:
S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59


Now is the hour for PARFAIT AMOUR (Perfect Love)
BOLS
Now is the hour for PARFAIT AMOUR (Perfect Love)
BOLS
Now is the hour for PARFAIT AMOUR (Perfect Love)
BOLS

PERFECT LOVE—*A humorous approach will be featured in magazine ads for Bols Parfait Amour liqueur. Albert Woodley Co., New York, is the agency.*

National Sales Execs to Launch Its New Magazine in Fall

NEW YORK, Aug. 4—National Sales Executives plans to launch an official publication with advertising late this fall.

Current plans call for it to be started as a monthly, and then to be stepped up to a weekly shortly after the first of the year.

S. L. Goldsmith Jr., executive director, said that negotiations are still in progress with a publisher to produce the new publication. He declined to name the publisher. Asked whether Management Methods Inc., Greenwich, Conn., publisher of *Management Methods*, was the likely contender, as currently reported. Mr. Goldsmith said he couldn't answer that question.

■ An official announcement about the new publication will be released in about two weeks, he said. In the meantime, he said, the whole proposal will have to be approved by NSE's executive committee. This is expected within the next few days.

No name for the publication has been selected, he said. But two possibilities under consideration are *Marketing Management* and *Sales Week*.

Proposals by three other publishers, in addition to *Management Methods*, are understood to have been under consideration by NSE's magazine committee. These are *American Salesman*, Dartnell Corp., and *Printers' Ink*.

■ As previously reported (AA, June 1), a membership poll was made to ascertain the sentiment of the members on an official NSE publication. The poll reportedly showed a ratio of 8 to 1 in favor of a publication that would carry advertising. #

Thompson to Shaffer, Lazarus

Thompson Designs, Franklin Park, Ill., has named Shaffer, Lazarus & LaShay, Chicago, to handle advertising for its manicure and dental kits. The account was formerly handled by Edward H. Weiss & Co., Chicago.

'MD' Sets Canadian Edition

MD, New York, monthly news magazine for physicians, will launch a Canadian edition in the fall.

Negro Dailies Are Top Medium to Hit Negro Market: Evans

NEW YORK, Aug. 4—The Negro is an important consumer for most products and services, and a better-than-average consumer for many categories of consumer goods, according to Harry D. Evans, general manager of Associated Publishers Inc., representative of 24 Negro newspapers. Mr. Evans told a group of agency media buyers at a meeting here that agencies and advertisers could best sell the Negro market by concentrating in Negro newspapers.

At the same time, he announced the availability of a new survey listing detailed data on 21 important markets covered by the Negro press. Compiled by Fact Finders Inc., the study includes market data on ten general product classifications sold through 16,400 retail outlets, he said. It is available from Associated Publishers, 55 W. 42nd St., New York.

■ Mr. Evans said "direct cultivation" of Negro consumers through their own local newspapers could "enrich advertisers' cash registers and establish their brands inseparably in the Negro family."

"Our publishers and their personnel are friends and associates of the store proprietors and their clerks. The relationship between these community people is unmatched by any other medium of communication. It can be useful to the advertising agency in establishing a new and effective partnership for merchandising and in pushing and promoting the client's interests at the local or grass roots level," Mr. Evans said.

"To sell the important Negro market segment a partnership with influentials and local communicators is essential, and the readers of local Negro newspapers are the proven community leaders, the pace setters, the acknowledged influentials.

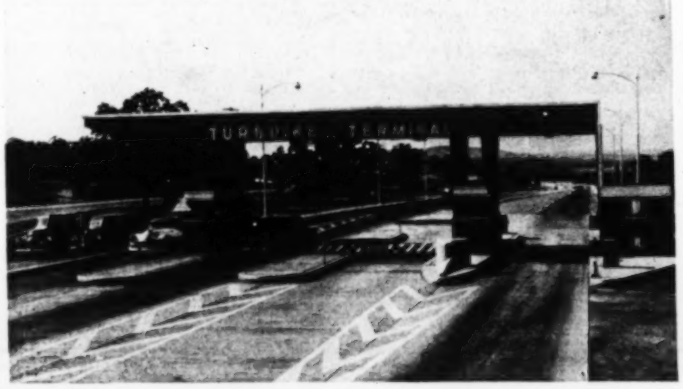
■ "I don't think it necessary to sell you on the Negro market *per se*," said Mr. Evans. "I believe you will admit that we wear a lot of clothes, we eat a lot of food, we drink a lot of beer and booze and we buy a lot of cars and homes and furnishings and spend a big part of our estimated $17 billion annual income."

Murray Named Sales Head

William K. Murray has joined *National Provisioner*, Chicago trade publication for the meat industry, as sales manager. He replaces R. J. Clark, who resigned. Mr. Murray was formerly general manager of Graver-Dearborn Corp., Chicago.

TVW Names U.S. Rep

Intercontinental Services Ltd., New York, has been named representative in the U.S. for TVW Ltd., Perth, Australia, tv station. The station will go on the air in October.



TULSA — Terminal of TWO Turnpikes! . . . .

No middle western city, except Tulsa, has more than one turnpike pumping tourist, freight, and merchandise into the market! The older turnpike is paying off its indebtedness faster than any other U. S. turnpike!

Traffic means sales, and sales mean Tulsa! **Remember, you're not "in" Oklahoma, unless you're in Tulsa.**

For More Business, Use the Oil Capital Newspapers

TULSA WORLD
TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

ORLANDO SENTINEL-STAR HAS OVER 6 TIMES THE COMBINED CIRCULATION OF TAMPA, MIAMI AND JACKSONVILLE PAPERS IN THE CENTRAL FLORIDA 5-COUNTY MARKET

COMPARISON OF COVERAGE
IN THE FIVE-COUNTY CENTRAL FLORIDA MARKET AREA

ORANGE — BREVARD — SEMINOLE — OSCEOLA — LAKE

	Family Coverage Daily		Family Coverage Sunday	
	Homes Reached	% Coverage	Homes Reached	% Coverage
ORLANDO SENTINEL-STAR	81,492	69.8	74,156	63.5
MIAMI HERALD	5,331	4.6	7,027	6.0
MIAMI NEWS	1,298	1.1	1,639	1.4
JACKSONVILLE TIMES-UNION	5,641	4.8	4,720	4.0
TAMPA TRIBUNE	2,689	2.3	3,195	2.7
TAMPA TIMES	573	0.5	— —	—

SOURCE: May 10, 1958 S. M. Survey of Buying Power — ABC March 31, 1958 Audit Reports

GREATEST CIRCULATION IN CENTRAL FLORIDA!

JACKSONVILLE
Orlando Sentinel
SEMINOLE
LAKE
ORLANDO
ORANGE
BREVARD
OSCEOLA
CAPE CANAVERAL
TAMPA
MIAMI

ORLANDO
Gateway to
the MOON

"ASK BRANHAM"

Relax
SAN BERNARDINO
HOT SPRINGS · SWIMMING · TENNIS · GOLF

RELAX—*This offbeat poster can be seen along highways leading to the Arrowhead Springs Hotel, San Bernardino, Cal. Honig-Cooper, Harrington & Miner handles advertising for the Swig-Fairmount Hotels, of which the Arrowhead Springs is one.*

Brunswick Uses Mail, Bowling Books in Drive to Spur More Bowling by Gentle Sex

CHICAGO, Aug. 4—On the theory that once you've sold the lady of the house on bowling, you've sold the household, Brunswick-Balke-Collender Co. this fall will run a contest aimed at getting more ladies into the bowling habit.

The contest is an adjunct to a direct mail promotion Brunswick is running for bowling proprietors seeking to draw more women into the game. Proprietors cooperating in the program will supply Brunswick with directions as to what segments of their markets they want covered by the direct mail pieces; i.e., enlarging circles in the neighborhood around the bowling alley; the whole town; neighborhoods by specific definition; rural route numbers or street names.

Brunswick will relay these instructions to Reuben H. Donnelley Corp., which will do the mailing, slated to begin Sept. 21.

▪ The mailing pieces will invite each woman to free bowling, plus instructions for herself and a female friend. The cost of these games and the instructions will be sustained by the proprietors.

As an added inducement, each invitation also will contain an entry blank for a Brunswick-sponsored Something for the Girls sweepstakes, offering some $150,000 in prizes with special appeal to women. The top award among 5,015 prizes will be a package consisting of a Mercedes-Benz SL-190, a mink coat, an Esther Williams swimming pool and a two-week trip to Nassau for two with $500 expense money.

▪ Other prizes, including regional awards, will include four Studebaker Lark station wagons, mink stoles, perfume and bowling equipment.

Brunswick describes the entire promotion as the most intense effort ever made to promote bowling alley patronage. It is promoting trade publications. One ad appeared in the June issue of *Bowling Magazine*, and another will peared in the June issue of Bowling Magazine, and another will appear in its September issue, as well as in *Bowling Proprietor*, *Florida Bowling Illustrated*, *National Bowlers Journal*, 300 *Magazine* and *Woman Bowler* in September.

▪ Other ad support for the contest will come from Brunswick's regular fall "X-day" campaign for its bowling balls, bags, shoes and other bowling equipment. ("X" on a bowling scorecard denotes a strike.)

The "X-day" campaign, to cover 63 markets this year, will start Aug. 19. A series of five ads will appear in 90 newspapers in these markets—one 800-line ad and four 510-line units. A small portion of each of these ads will be devoted to promotion of the Something for the Girls Contest.

In a spot tv campaign, to run in 40 markets, 10 seconds of the one-minute spots will promote the contest.

Other contest promotion in the "X-day" campaign will appear in dealer tie-in ads for which Brunswick supplies ad mats.

McCann-Erickson, Chicago, is the agency. #

RAB Picks Higbee for '$64,000 Challenge' Test Drive

Radio Advertising Bureau, New York, has selected Higbee Co., Cleveland, as the department store to participate in a "$64,000 Challenge" test of radio's effectiveness. RAB will spend up to $64,000, against $32,000 to be budgeted by Higbee. The test drive, which will feature several hundred different items, starts Sept. 1 through Wyse Advertising.

RAB will select the stations, write the copy and have a voice in the selection of the advertised items.

'Plasticos Mundiales' to Bow

Plasticos Mundiales, Latin-American edition of *Plastics World*, will be published jointly by Cleworth Publishing Co., Cos Cob, Conn., and Publicaciones Rolland, Mexico City, beginning next January. It will be distributed in Mexico, Central and South America, and the West Indies.

Baltimore Trade Fair Set

Fifteen foreign countries, plus dozens of Maryland industries selling in foreign markets will show their wares in 260 trade booths at the first Baltimore International Trade Exposition in September. The Exposition has been underwritten financially by 22 major Baltimore companies and ogranizations.

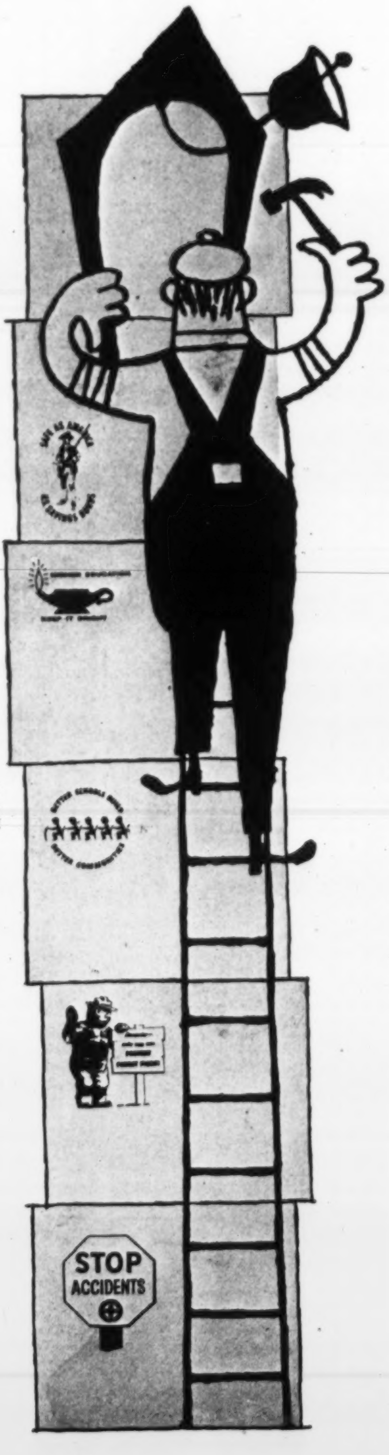
Magi-Copy FOTOSTATIC Service
A new Duplicating Process
Lowest cost copies of *anything*—letters, layouts, tearsheets, presentations, statistics, reports, clippings, etc.
FREE OFFER (AA)
10 copies—8½ x 11" of Any One Master. Absolutely Free—no obligation. Send this ad with your Master. Offer good until August 22, 1959. (Limit one to a customer.) Receive also free price list.
ALFRED MOSSNER CO.—Chicago
108 W. Lake St. FRanklin 2-8600

MOVIE AUDIENCE
OVER 50 MILLION

Movie theatre attendance reached more than 50 million last week. You can sell this market through theatre screen advertising with full-color, large size audio-visual impact.

TsAB
FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

How to build better schools
with corrugated boxes



Using boxes to build better schools was a new challenge for Stone Container Corp. The challenge had come from the Advertising Council. Stone's answer was a "package deal".

What was done?

Stone Container knew the average carton was seen by hundreds of people as it traveled toward the market place. If each of the hundreds of thousands of cartons they produced carried an Advertising Council message—the fight for better schools, or for fewer accidents and forest fires, would indeed be aided by a "package deal".

Stone prepared printing plates covering each of these Council campaigns:

ACTION
Aid to Higher Education
Better Schools
Forest Fire Prevention
Keep America Beautiful
Religion in American Life
Stop Accidents
United Fund Campaigns
U.S. Savings Bonds

They offered to print, free of charge, the campaign's message on cartons ordered by any of their clients. Thus, the client becomes a contributor to public service, too.

Company benefits

Two letters describing this program were sent to advertising and management executives in many companies. This provides, according to Norman H. Stone, President, a "good opportunity to get contacts in depth. Advertising Council committee members themselves are business executives and we accrue some benefits from that".

You, too, can benefit

You help your company earn a better business climate by tying in with the Advertising Council. The Council offers free advertising materials for company publications, reproduction proofs of advertisements or "drop-ins", mats for newspaper advertisements, posters for bulletin boards, etc.

Do what you can to get your company to use these materials. Or maybe you, like Stone Container, can come up with a completely new way to help. Find out how you can tie in by sending the coupon below, or calling the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles and Washington, D. C.

Materials—reproduction proofs, posters, radio and TV spots—are free.

THE ADVERTISING COUNCIL, INC.,
25 West 45th Street,
New York 36, New York

Please tell me how I can tie in with Council campaigns—and earn a better business climate.

NAME ____________________
COMPANY ____________________
ADDRESS ____________________

'Cosmopolitan' Names Wesley Agency: Hall Gets Ad Post

Cosmopolitan, New York, has appointed Wesley Associates, New York, to handle its advertising and promotion. The magazine will spend about $500,000 in newspapers and business publications. *Cosmopolitan* formerly advertised direct.

Cosmopolitan also has appointed Frank Hall Jr. western advertising manager, with headquarters in Los Angeles. Mr. Hall, formerly with *Life* and Buchanan & Co., will open *Cosmopolitan* offices in San Francisco and Portland shortly.

WBBM-TV Names Weiss

WBBM-TV, Chicago, has named Edward H. Weiss & Co., Chicago, to handle its advertising, effective Sept. 1. The account, which reportedly bills about $250,000, now is handled by Fletcher Richards, Calkins & Holden.

In FRESNO . . .
everyone gets the
Fresno GUIDE
Fresno, California

Media, Copy Must Be Different to Appeal to 'Blue Collar Wife,' New Book Reports

CHICAGO, Aug. 4—The working man's wife may have just as much money in her purse as her middle class sister, but what she does with it contradicts the stereotype that today's consumers are all merging into one great, uniform market.

The thesis that the "blue collar" wife exhibits behavior patterns all her own in the marketplace is propounded in "Workingman's Wife," by Lee Rainwater, Richard Coleman and Gerald Handel (Oceana Publications, $7.50). The book reports research results obtained by Social Research Inc., Chicago. Many of the results were obtained from earlier studies that SRI conducted for Macfadden Publications.

Working class families make up more than 52% of all those in the $5,000-and-above income bracket, but, the researchers found, traditional attitudes still prevail among the "blue collar" wives which make it necessary to appeal to them as a market distinct from middle class housewives of the same income and age brackets.

The "blue collar" wife, for example:

- Distrusts instalment credit (though she may use it extensively) because she feels it is wasteful to pay interest.
- Is as likely as her middle class sister to make impulse purchases, but such purchases are more likely to be for her children or home than for her own use.
- Is not a joiner; as her children reach school age she may get into the PTA, but she tends to regard social activities, except those directly involving her husband, as outside her orbit.
- She is aware from reading ads that her home furnishings ought to be "modern," but her conception of modernity is not likely to be closely related to middle class esthetic standards, though it does "change in conformity with what the advertisers (who reach her) suggest to her is correct."
- She regards the world (including her husband) as something she must cope with, but can have little influence over.
- She responds to advertising in such magazines as *True Story* much more than to ads in the middle class women's magazines.

The study cites an estimate that more than two-thirds of the working class housewives who read any magazines at all read one of the "romance" or family behavior type.

- She and her family are steady tv viewers. One respondent is quoted as saying she likes summer because she can get outdoors: "We're confined to the inside during the winter and we watch tv all the time," she said.

■ "No producer of consumer goods can expect to join the ranks of the '$1 Billion' corporations unless it produces and sells with an eye on the working class consumer," the study points out.

"Unfortunately the working class group seems to be poorly understood by both social scientists and business men. Frequently the executive comes from the world of the white collar family or the executive or professional group. Thus his whole life experience has been in a world strikingly different from that of a working class person living 'on the wrong side of the tracks' and associating with people of modest attainments and even modest expectations.

"This lack of understanding or even sensitivity toward the working class is often strikingly clear in mass communications. Over the years Social Research Inc. has studied countless advertisements which were in many subtle ways talking only to the higher status groups. The reactions of wage earners to such ads, we have found, ranges from indifference and apathy to downright hostility.

■ "This lack of understanding between middle class people (who are usually the creative people and decision makers) and members of the working class is illustrated . . . by media judgments. Generally, the executives, with their higher levels of education and their more sophisticated tastes, look down on many of the mass communications which, we find, are so important to the working class.

"Thus the behavior magazines or the soap operas, which are strong media in the working class, are intensely disliked by the majority of upper middle class people. They fail to recognize that such media are clear channels of communication to the working class," the book says. #

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	June 1958	June 1959	% Change	Jan.-June 1958	Jan.-June 1959	% Change
ABC	$ 7,387,586	$ 8,930,114	+20.9	$ 51,617,801	$ 61,422,516	+19.0
CBS	19,733,057	21,630,941	+ 9.6	124,047,416	132,537,670	+ 6.8
NBC	16,648,462	17,911,084	+ 7.6	107,406,232	115,420,746	+ 7.5
Total	$43,769,105	$48,472,139	+10.7	$283,071,449	$309,380,932	+ 9.3

MONTH BY MONTH—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55.558,741
April	10,309,263	22,093,785	19,753,172	52,156,220
May*	9,946,570	22,612,081	19,674,494	52 233,145
June	8,930,114	21,630,941	17,911,084	48,472,139

* Figures revised as of July 24, 1959

Bagley to Moderate Fall Ad Seminar

Linton Bagley, advertising manager and assistant secretary of J. A. Folger & Co., Kansas City, has been named moderator of the seminar on national newspaper advertising to be held Sept. 29 at the Biltmore Hotel, New York. Mr. Bagley is chairman of the joint newspaper committee of the Assn. of National Advertisers and the Newspaper Advertising Executives Assn.

Speakers at the seminar, to be sponsored by the Bureau of Advertising, American Newspaper Publishers Assn. with the cooperation of the ANA and the American Assn. of Advertising Agencies, will include E. L. Deckinger, vp and director of media strategy, Grey Advertising; Whitman Hobbs, vp and associate copy director, Batten, Barton, Durstine & Osborn; Pierre Martineau, research director of the *Chicago Tribune;* and Howard C. Story Jr., Story, Brooks & Finley, who was named chairman of an r.o.p. color conference of the American Assn. of Newspaper Representatives, which has been indefinitely postponed.

Aluminum Fences to Sandler

Aluminum Fences Inc., Baltimore, manufacturer of white picket aluminum fences, has named Gilbert Sandler Advertising, Baltimore, its agency. The Sandler agency is developing an ad program utilizing magazines and dailies in major markets.

Files Bankruptcy Petition

A bankruptcy petition has been filed by U.S. Broadcast Checking Corp. in U.S. southern district court in New York. This monitoring service was headed by Alan Goldenthal, former agency man. After a lengthy test, the company started offering an electronically produced "tv tear sheet" for several major markets last January. A meeting of more than 40 creditors is expected soon.

LANSING IS 69 th ?

. . . It's a fact. The Lansing metro area is now ranked 69th nationally. SRDS — MAY, 1959 Population

WHAT'S THAT MEAN IN MONEY?

Take FOOD SALES for example.
Last year $90,681,000 was spent in the market on this item alone!

Yes, the Lansing market is BIG and to serve it best, buy . . .

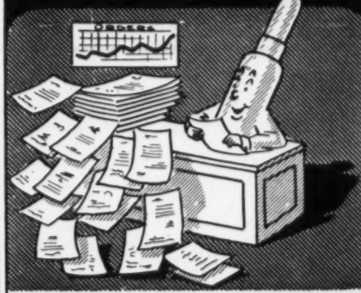
WILX-TV
NBC • CHANNEL 10
STUDIOS IN
LANSING
JACKSON
BATTLE CREEK

WILS
5000 WATTS
THE MARKET'S NO. 1 STATION

affiliated with WPON-PONTIAC
CONTACT VENARD, RINTOUL & McCONNELL, INC

Lansing's Stable AND GROWING Economy is Based on Industry, Education and Government

Billy Bullet
Sells Mail Orders



"The RIFLEMAN alone has pulled more orders for us than other publications with combined circulations of over 2,500,000!

"We have thousands of regular customers secured entirely thru our small ads with you."

(Name on Request)

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

Bragarnick, Seagram Marketing VP, Leaves; Ad Units to Decentralize

(*Continued from Page* 1)

pany was that if it were filled it would command considerably less scope than it did in the Bragarnick period. Mr. Bragarnick, vacationing on Long Island, was reported to be talking to various advertisers and agencies.

■ When Mr. Bragarnick joined the company, the prevalent notion was that Edgar M. Bronfman would have general charge of U.S. operations, which are conducted through Joseph E. Seagram & Sons Inc. Mr. Bronfman is president of the company, and is 30 years old. Mr. Bragarnick is 40.

The top command of the U.S. company was invested in an executive committee whose members included, besides Mr. Bragarnick and Edgar Bronfman, Victor A. Fischel, president of the House of Seagram (the company's major sales unit and home of 7 Crown), John E. Finneran, exec vp of the House of Seagram, and Murry Cohen, controller of the U.S. company and committee secretary.

■ Also likely to sit in was Samuel Bronfman, 68, Edgar's father, president of Distillers Corp.-Seagrams Ltd. (the parent company), and the man who personally built Seagram into a power in the liquor business. "Mr. Sam," as Seagram men call him (in somewhat the same way as Schenley men call Lewis Rosenstiel "the chairman"), was scheduled to withdraw gradually from operations.

Indicative of the relative batting order was the arrangement of offices in executive row in Seagram's antiseptic skyscraper on Park Ave., in which Mr. Bragarnick's office adjoined the interconnected offices of the two Bronfmans. It was a clear indication of power, and in the liquor business it was instantly noted.

■ The Bragarnick phase of Seagram marketing had offered a classic contest between sales and marketing department philosophy. This week it looked as if sales had won; advertising men will now report to presidents who are drawn from the sales departments. Part of the Bragarnick pattern had been the building of consumer demand, and something like deprecation of sales techniques. It had been stubbornly fought within Seagram, and the past 18 months have often found Seagram men treading cautiously between the marketing and sales departments.

Mr. Bragarnick had been hired on the premise that a marketing man without liquor experience could improve the company's selling patterns. He came to the company—at a salary rumored to be $75,000 a year—without liquor experience, and most of his background was in agency work (Bates and Biow). In a close-knit company, in a business so conspicuously clannish as the liquor business, it was a tough combination. What's more, an integrated advertising operation meant removal of advertising from the aegis of the divisional presidents and sales managers. When it developed that Mr. Bragarnick's packaged-goods philosophy also tended to relegate sales efforts and trade relations to somewhat secondary positions, the battle lines were drawn.

■ In 1957, Seagram was finally facing the fact that it had made a really disastrous decision when it stuck firmly to blended whiskies. Blended whiskies had made Seagram what it was; blends had commanded the American market. Research showed blends were closer to American taste than straights and bonds.

From the end of the war until 1958, Seagram gallantly skated on an ice-cube that dwindled with each passing year. It had made a stab at diversification in the oil business and in the drug business (Pharma-Craft) but neither seemed to be any tremendous success. It missed the boat on the big vodka boom, and watched Heublein rocket into prominence. It saw National triumphantly introduce the 86-proof version of Old Crow which gave bourbons a new market.

■ In 1958, Seagram introduced Four Roses Antique, a straight, in California, and moved it into the East this year. The Hunter division also has a straight, introduced this year, and the liquor business hears that more straights are coming. They are expensive. Antique is supposed to be getting $3,500,000-$4,000,000 in 1959 advertising, or perhaps half of what goes into Crown, the company's top brand.

Some observers think that the overhaul—with its inevitable dislocations and bruised egos—is about over. They believe that the company is in good shape, and that the fall of 1959 and the Christmas season will be Seagram's biggest.

But the latest annual report doesn't make Seagram look any too good. Its sales dropped while other distillers moved ahead. And on this basis, "Mr. Sam" moved back into the picture, and Bob Bragarnick moved out.

■ Mr. Bronfman's return to active participation may have stemmed from indications that the new marketing formula wasn't successful. Here are some figures which tend to support that view:

To what extent Mr. Bragarnick's withdrawal was influenced by Seagram's sales slump is unknown. Some people in the liquor industry believe it is a factor that can't be minimized altogether. The figures speak for themselves.

In 1956, Seagram's sales were $732,137,746 and its net profit $29,887,496. In 1957 sales rose to $746,279,982, but net dipped to $29,735,754. In 1958 sales fell off to $704,530,398, and net profit dropped to $27,651,113.

Advertising expenditures of $31,000,000 in '56 were increased to $32,000,000 in '57, and to $34,000,000 in '58.

However, with the exception of Seagram 7 Crown, the company's major brands continued to slip.#

GEORGE G. STEELE SR.

PHILADELPHIA, Aug. 6—George G. Steele Sr., 65, advertising director of the *Philadelphia Bulletin* from 1947 to 1954, died yesterday in Abington Memorial Hospital. He lived in suburban Jenkintown.

Mr. Steele began his advertising career on Philadelphia newspapers in 1920 after having served in the Marine Corps during World War I. After several years as an advertising salesman for the old *Philadelphia Evening Ledger*, he became advertising director of that paper, and later was business manager of the *Philadelphia Inquirer* before he joined the *Bulletin* in 1938. He was named advertising director in 1947 and resigned in 1954.

For the past five years Mr. Steele had been in the real estate business with J. T. Jackson Co. here.

He was a past president of the Newspaper Advertising Executives Assn. and a vice-chairman of the American Newspaper Publishers Assn. He had also served for many years as a member of the plans committee of the Bureau of Advertising of ANPA.

Armour
sliced bacon
A fresher taste - a new leaner Armour Star Bacon! Flavor-Saver Pak keeps the fresh-from-the-smokehouse flavor for you from first slice to last.

FLAVOR SAVER PAK—*Armour & Co., Chicago, will introduce its new one-pound Flavor Saver package, featuring four individually sealed portions of sliced bacon, to the Minneapolis-St. Paul test market with this ad in the Aug. 12 edition of the St. Paul Dispatch. A heavy spot tv schedule will back up the three-week introductory promotion. N. W. Ayer is the agency.*

N.Y. Jury Minutes on Tv Quiz to Hasten House Group Probe

WASHINGTON, Aug. 5—Fall hearings on tv quiz show irregularities became a possibility as the result of the opening of grand jury minutes to investigators of the House legislative oversight subcommittee, it was learned here today.

The subcommittee met in executive session today but did not set a date for hearings. However, Robert W. Lishman, subcommittee counsel, told ADVERTISING AGE that the availability of the New York records will expedite the subcommittee's investigation and make possible hearings before the end of this year.

He explained that the staff had been directed to do a fact-finding job and to make recommendations to the group headed by Rep. Oren Harris (D., Ark.). As long as the grand jury proceedings continued in New York, the subcommittee stood by to await results.

■ Now that the grand jury has concluded its work, and the minutes have been made available on a confidential basis, the investigation will be expedited. It will cover a more limited range than the New York probe, Mr. Lishman explained, because the subcommittee's role is confined to studying whether present laws are adequate, recommending new legislation if necessary, or exposing inadequate enforcement of present laws if found to be adequate.

The agencies involved are the Federal Communications Commission, which regulates broadcasting, and the Federal Trade Commission, which has powers over business conduct of many types.

Both agencies may be involved in any hearings that the subcommittee holds. #

Examiner 'Irrational' on Advertising: Pillsbury

(*Continued from Page* 1)

hearings by the Senate anti-trust and monopoly subcommittee and the House anti-trust subcommittee have made FTC "the victim of a congressional subcommittee inquisition which, by seeking to dictate the commission's decision in this case, invaded the commission's judicial function and thereby terminated the commission's jurisdiction."

A second no[illegible] point is Pillsbury's charge that its rights were violated by the "*ex parte* presentation of information to the hearing examiner" by FTC attorneys, and the examiner's acceptance of this information, in violation of several FTC rules.

■ Although this is a monopoly case, advertising has played a major part. The examiner's decision referred to advertising at least 85 times, according to the Pillsbury brief, and advertising was repeatedly linked with "predatory" and "aggressive" competitive practices condemned by the examiner.

Pillsbury charged that FTC Examiner Everett F. Haycraft "treated advertised flour brands as somehow a breed apart from brands which he said were not advertised, or advertised very little. In fact, he apparently rested his ultimate conclusions to no insubstantial degree upon the fact that Pillsbury had made 'substantial expenditures' in advertising its products."

According to the Pillsbury brief, FTC Examiner Haycraft "exhibited throughout his initial decision what can only be described as a phobia toward the subject of advertising. He displayed an almost fanatical hostility to it, and he manifested a firm conviction that it is an anti-competitive device which has been used literally to force grocers to handle a product, and consumers to buy it, regardless of the product's merit."

■ That an ample advertising budget is by no means the whole answer to a product's marketing success is acknowledged by Pillsbury in some case histories reviewed in footnotes to its brief, involving not only Pillsbury but also General Mills.

Pillsbury's related its effort to mill and distribute in the Southeast a soft wheat flour called Pillsbury's Best for Southern housewives. Despite a strong preference in the area for this type of flour, Pillsbury could not create a consumer demand for its product and the brand was discontinued in 1949.

Pillsbury also tried and failed to establish two cookie mixes. National distribution was obtained, they were promoted and advertised, and there were no complaints about their quality or price. Yet both had to be discontinued for lack of consumer demand.

The brief also relates that Pillsbury began to test a waffle mix in 1953, backed by a prediction from its research department that consumers would accept it. Pillsbury waffle mix was tested for more than two years, then discontinued because of poor sales.

■ Another bad experience was Pillsbury's unsuccessful effort to establish a soy pancake mix. This product was introduced in 1943 and discontinued two years later. The brief quotes a Pillsbury executive who said: "We put out the product and got national distribution on it and did advertising on a broad scale, and it failed miserably."

Pillsbury also tried four times to establish a biscuit mix and failed each time even though "we tried every trick we knew." Pillsbury makes it clear that its unhappy experiences have been shared by major competitors.

The brief notes that General Mills brought out Pyequick, a pie crust mix accompanied by a small package of dried apples. This product was extensively advertised and broadly distributed, but failed to sell and was withdrawn from the market.

■ Pillsbury complained that the examiner's findings on advertising "are all the more startling" because he barred Pillsbury testimony on this subject. Pillsbury charged the examiner ignored "undisputed expert testimony that the amount of money spent on advertising is no criterion on how effective the advertising is—that the vital question is the impact of the advertising, not what it costs."

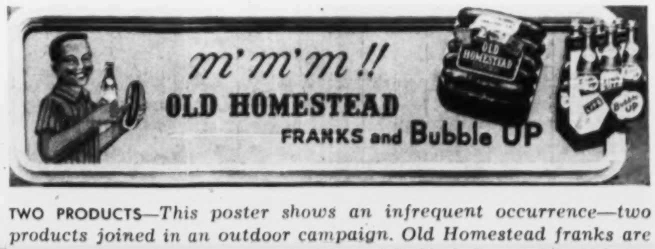
Pillsbury noted that a number of its competitors "have fared well with little or no advertising. For example, between 1951 and 1956, Rapidan Milling Co., Rapidan, Va., which does not advertise at all, increased its operating capacity 300%, increased its total sales of family flour and increased its number of customers."

Pillsbury also referred to the success of Duncan Hines mixes, a brand established with only local advertising. "It became the leading brand in Minneapolis where both Pillsbury and General Mills have their principal offices, with little or no advertising, and it began extensive advertising only after it was well established not only in Minneapolis but in other parts of the country as well."

■ Also cited was the record of Trenton Milling Co., which uses only cooperative newspaper advertising. Nevertheless, this concern has increased its sales, capacity, operating rate, number of varieties and size of market area since its introduction of flour-base home mixes in 1953.

Pillsbury also cited other competitors whose advertising "hardly guaranteed success." Mentioned in this connection were J. Allen Smith & Co., Atlanta Milling Co., Nebraska Consolidated Mills Co., and Cosby-Hodges Milling Co.

Pillsbury concluded: "The fact is that expensive advertising often proves disappointing, that local personalities often are more effective than nationally-known ones in advertising a product, and that consumers will not buy flours or mixes they do not like, regardless of how much advertising is done, whether the advertising is local or national." #



TWO PRODUCTS—*This poster shows an infrequent occurrence—two products joined in an outdoor campaign. Old Homestead franks are made by Iowa Packing Co., a division of Swift & Co., and Bubble Up is bottled and sold in the Des Moines area by Des Moines Coca-Cola Bottling Co. Shelton R. Houx Advertising, Des Moines, is the agency.*

Jack Duvall Joins Bowes

Jack Duvall has joined Charles Bowes Advertising, Los Angeles, as an account executive. Mr. Duvall was formerly advertising director of A. O. Smith Corp., Milwaukee.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

TRAVELING SALESMAN—If you can not make $300 a week selling our singing commercials and program aids to radio stations—you're not our man. Positions available fulltime or traveling men with non-competing lines. Send resume to **Tele-Sound Productions, Inc. Pennsylvania Building, Washington 4, D.C.**

ADVERTISING
JR. ACCT. EXEC.

A college graduate with some advertising experience and superior growth potentialities will find this to be a real opportunity.

A well-established, smaller general advertising agency in Upstate New York is now ready for further expansion.

A first step is the addition of this man to service certain established accounts and to develop new ones under the direction and guidance of the principal. There will be ample freedom to create and execute fresh ideas with the assistance of competent specialists.

Full account executive status with participation can be achieved as soon as merited. Anticipated starting salary at about $5,000. For further information, please write

JOHN W. WILLARD & ASSOC.
PERSONNEL CONSULTANTS
753 James St., Syracuse, N. Y.

MEDIA

Chicago agency with heavy TV activity needs experienced male buyer. Knowledge of other media helpful but not necessary. Our employees know of this ad. Send complete resume

Box 2777, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALESMAN: Man, with desire to work and advance in growing organization, to contact food industry in metropolitan New York area for food trade newspaper publisher. Fair salary to start. Food background valuable. Send resume, salary requirement, etc. to

Box 2778, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

HELP WANTED

COPY CHIEF

Wanted by well established,' aggressive agency within 200 miles of Chicago. Must write copy for TV, radio, consumer and trade magazines, collateral material, etc. Will direct work of small staff of copywriters. If you have had "big" account experience and would like smaller agency climate, send full resume and present or expected salary.

Box 2785, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY ARTISTS

Chicago agency specializing in good graphic design requires an experienced layout designer and also a top keyline/paste-up artist. Salary open. **Call MOhawk 4-1870, Ext. 22, for appt.**

SPACE SALES Established publishers representative has opening. Prefer experience but not necessary. Exel. opportunity. ST 2-5251 (Chicago) for appt.

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

IS THERE
SUCH A MAN?

Starting Salary - $6,000-$9,000

QUALIFICATIONS: Ideally 25 to 35. Copywriting or related experience. Wide background salesmanship practices. Personal history selling management or sales functions supervision or sales management. Keen interest and proof of ability to write unusually effective business communications. Strong evidence of **group** leadership activities.

RESPONSIBILITIES: Field research in salesmanship. Handling or supervising "pilot" sales training programs of one week's duration each. Write sales training manuals, skits, pre-meeting releases, etc.

OPPORTUNITY: Salary raise and stock options within twelve months. One of country's largest and fastest growing sales consulting firms.

Location - Chicago

Box 2786, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LIFETIME OPPORTUNITY FOR TOP RATED ACCOUNT EXECUTIVE

This is a honey of a job with a large progressive midwestern agency who take good care of their people. Pays at least $35,000 plus the usual incentives. Requirements: Ability to keep $4,000,000 worth of billing happy, package goods experience, and top marketing and creative supervisory know-how.

Under 45 preferred, but these people primarily demand experience, reliability, and performance. Please do not apply unless you fit above specifications. If you do, write me full information in confidence and your qualifications will be immediately passed on to my principals, who will also regard them as strictly confidential.

KENNETH GROESBECK
ADVERTISING AGENCY
CONSULTANT
7 East 44 Street
New York 17, New York

HELP WANTED

NEEDED: FEMALE COPYWRITER WANTING TO GROW FINANCIALLY AND CREATIVELY

Medium size agency known for creative ability has opening for you if you can think in both consumer and dealer fields. Salary commensurate with ability. Our people know of this ad. Send resume in confidence to

Box 2784, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: UNHAPPY EDITOR

We are looking for a writer or editor who thinks his major forte may be sales promotion—using the term in its broadest sense. Four-figure salary. **THE CONTRACTOR, Grand Central Terminal Bldg., NYC.**

ACCOUNT EXECUTIVE

For major television-radio client of successful Middle-western agency in million population city. Need thoroughly seasoned administrator with extensive agency background and well rounded understanding of broadcast media. Salary $12,000 to $15,000. Profit-sharing trust, ins., etc. Send full resume and references. Confidential. Our employees know of this ad. Write:

Box 2796, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW YORK BUSINESS PAPER
SPACE SALESMAN

Sales opportunity with well-established multiple paper publisher. Assignment to New York area sales staff. Experience with agricultural advertisers valuable. Interviews in New York late August. Send complete resume to W. E. Lingren at:

THE MILLER PUBLISHING COMPANY
P.O. Box 67, Minneapolis 40, Minnesota

MANAGER, Seeking young man, hardworking, ambitious, experienced all phases mail order, catalog, order handling, and club plans. Background in premiums and imports helpful. Take complete charge. Unlimited opportunity. Long Island. Submit resume.

Box 2779, ADVERTISIMG AGE
630 Third Ave., New York 17, N. Y.

MARKETING EXECUTIVE

Rapidly growing medium sized industrial and package design firm in New York seeks young marketing man. Good administrator with agency contacts to direct client programs and develop new business. Right man will earn important stock participation.

Box 2780, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

YOUNG COPYWRITER

Industrial & electronic background helpful. Great chance to grow with small but progressive agency, send resume.

Box 2781, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

An opening with a great future as creative director for electronic and consumer promotion. Must know both art direction and copy. Should be sympathetic to Nineteenth Century Baroque and Contemporary techniques. Call **R. E. Abbott, SUperior 7-7700, Burton Browne Advertising, 619 North Michigan Ave., Chicago 11.**

ACCOUNT EXECUTIVE WANTED—CHICAGO AREA

Medium sized, multiple office national agency needs one or two young A. E.'s for Chicago office. Chance with young organization to grow with company and future stock ownership. Bring some billing. Excellent facilities. Excellent chance for men 25-40 to move to top positions in 3 million plus agency. Write Box 633, Advertising Age, 200 East Illinois St., Chicago 11, Ill.

An opportunity for an

ADVERTISING MANAGER

with broad experience in magazine advertising space sales on national basis in the United States.

30-40 years old

Substantial salary plus commission

Send full information to

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All inquiries treated confidentially

HELP WANTED

SPACE SALESMAN
OHIO, MICHIGAN, INDIANA

Solid educational publisher offers worthwhile opportunity to sincere, aggressive man with some sales experience. Background in education helpful but not necessary. Good salary plus expenses and incentive plan. Send resume for interview.

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SPACE SALESMAN. Two aviation magazines - Eastern office. Must have aviation background with pilot experience and advertising space sales record. Salary $10,000. plus.

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POSITIONS WANTED

LAYOUT ARTIST—DESIGNER DESIRES NEW CREATIVE CHALLENGE...

to visual ideas, art and enthusiasm. 6 yrs. Chicago—2 studios, Art Director 5 yrs. Printer's 4 man studio. 38, married, salary open.

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200 E. Illinois St., Chicago 11, Illinois

COPYWRITER OR AD MANAGER

Can create sound copy. Also strong in production, administration. Success in direct mail, including sales promotion. Handle other media as well. 8 years' ad exp. College grad. Single. Age: 34.

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ADVERTISERS! SAVE MONEY WITH PART TIME PROFESSIONAL HELP

Don't need or can't afford a full-time ad manager? Let me handle all your promotional problems . . . everything from ad schedules to catalog production. Full value received. 10 years exp. **GL 3-0116 (Elmwood Park, Ill.)**

Sales Promotion or Advertising Ass't. College graduate, Marketing major, 27, married, Experience in advertising, sales promotion, and public relation. Will relocate. **J. E. Bishop, Box 204, Memphis State University, Memphis 11, Tenn.**

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Magazine editor available at what he's worth—$10,000. Oil experience, plus other.

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200 E. Illinois St., Chicago 11, Illinois

FUTURE ADVERTISING EXECUTIVE

Young and ambitious. Two years newspaper advertising sales. If you can offer a responsible advertising position with advancement, please write.

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200 E. Illinois St., Chicago 11, Illinois

I Have Much To Offer As Your ADVERTISING MANAGER

Proven Ability, Practical Experience and The Enthusiastic Approach to Profitable Marketing! 17-year background in consumer and industrial advtg. Will relocate. **R. Roth, 7023 N. Broad St., Phila. 26 Pa.**

IND. AD MGR OR COPY-CONTACT AE

Long record successful campaigns for leading co's as AE and Ad mgr.

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PUBLICATION WANTED

Business magazine publisher wishes to buy industrial publication. Cash or short or long term financing.

Box 608 Advertising Age
630 Third Ave., New York 17, N. Y.

● RESUMES

For help in how-to-write a good résumé, how to use it, what form to use, worksheets and price list, send $1.00 for our Résumé Kit. (Dollar credited when you order résumés.)

RESUME SERVICE, INC.
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POSITIONS WANTED

Publishers Representative-New England

Experienced representative. Travels all New England. Industrial and consumer experience. Write:

Box 2795, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MILITARY AVIATION ADVERTISING

Resp. for planning and developing adv., sales prom., exhibits, publicity, sales brochures and presentations for leading eastern producer of military electronics. Want management job in aviation or related industrial area, or as AE with industrial agency.

Box 2794, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES WANTED

Monthly consumer sport magazine has openings for reps in most markets. Write

Box 2741, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Business and Financial Magazine wants West Coast representation. Write

Box 2793, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MISCELLANEOUS

GUMMED LABELS addressed to 50,000 sales managers of large manufacturing firms available for $9.00 per 1,000. Write

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200 E. Illinois St. Chicago 11, Illinois

HYANNIS, MASS. WINDMILL GUEST HOUSE. Come to **CAPE COD** for a delightful vacation. Accommodations still open. Rate $4.00 daily per person. Private beach. Write for brochure or call

Spring 5-9550. Mrs. Fitzgibbons

DELUXE APARTMENT ultra-modern smart decor 3-rooms with balcony Near North Chicago to share with space sales executive. 35-40 age preferred. **WH 3-4644**

AVAILABLE FOR ADVERTISING PROMOTION

Quantities of U. S. Indian head pennies, mixed dates 1890-1908, available for 20¢ each in quantities of 1,000 to 100,000 pieces. Complete stock of other types of U. S. Coins also. **Empire Coin Company, Inc., 252 Main Street, Johnson City 25, N. Y.**

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If you write non-fiction, you'll want the handy "Travel Writer's Passport"! Over 170 travel-article markets—150 information sources—loads of editorial suggestions, writing hints and ideas. Ideal for travel-tourism PR—gives you editors' names, subscription rates, photo needs, etc. Send $1.00 today for "Travel Writer's Passport". **Martin T. Gross, 1118 Boynton Avenue, New York 72, N. Y.**

Space salesman wanted for Cleveland-Pittsburgh area by leading engineering Society. Compensation over $10,000. Write in confidence: **C. R. Tunison, 542 East 79th Street, New York 21, N. Y.**

TOP CAREER OPPORTUNITIES WITH MAJOR REGIONAL AGENCY IN SOUTHWEST

Established, progressive Advertising Agency in largest, fastest growing city in Southwest; employee benefits include retirement, profit-sharing, life and hospitalization insurance plans; opportunity for advancement and stock participation; salaries commensurate with background and ability.

ART DIRECTOR:

Highly creative; Agency experience in major media . . . newspaper, magazine, television and outdoor . . . required; must have background in prestige approach to mass consumer products.

COPY CHIEF:

Agency background requisite; emphasis on mass consumer products; shirt-sleeves copy craftsman with comprehensive experience in major media required.

Please send résumé of educational and professional background, recent photograph, and other pertinent information, including salary requirements, to

CLAY STEPHENSON ASSOCIATES, INC.
P. O. BOX 20105
Houston 25, Texas

UNUSUAL OPPORTUNITY LEADING AGENCY WANTS GROUP SUPERVISOR FOR MAJOR ELECTRICAL ACCOUNT

If you have the qualifications, you will head a group serving a major portion of one of the country's top industrials.

We're looking for a man with solid background in the marketing of electrical equipment and apparatus. He will be responsible for contact with important client executives. He will be expected to make major contributions in creative marketing planning. He must be a good administrator capable of leading a group of seasoned and highly able contact and creative people.

The pace is fast, so he'll have to be a "getter-doner" of the first rank, but he will be solidly backed by a staff that has lots of talent, experience and drive.

Salary: Open.

Box 646, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED

Advertising Account Manager

Here is exceptional opportunity as product account manager in advertising department of leading manufacturer of electrical equipment, located in North Central Ohio community which offers big city advantages without big city stresses. Responsibilities include creation of all merchandising materials for major product line. Ability to write technical copy is essential. Some technical background would be helpful. Replies held in strict confidence.

Box 634, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**AVAILABLE
SALES MANAGER—
BUSINESS PUBLICATIONS**

Impressive record of management, producing large, profitable volume. Thrives on tough competition. Personable appearance. Seeks publisher needing competent, mature, hard-driving sales leadership. Any location. Available September 1st. Box 651, Advertising Age, 630 Third Avenue, New York 17, New York.

ADVERTISING AND SALES PROMOTION MANAGER

Starting Salary $10,000-$12,000

OUR CLIENT: Major division of manufacturer of electronic and communications systems. 1958 corporate sales exceeded $600 million.

THE POSITION: Will plan and direct all advertising and sales promotion activities. Budget recommendations, program development, working with agency, creation of sales promotion programs and tools, trade show direction, supervision of sales literature production.

QUALIFICATIONS: Age 30-45, five years experience in management of industrial advertising or sales promotion, preferably in fields of electronics or telecommunications. Experience in duties listed and ability to sell ideas to top management and the field sales organization. Must locate in Chicago.

COMPENSATION: Starting salary commensurate with ability and experience. Ample opportunity for growth. Fringe benefits.

ADDED OPPORTUNITY: Qualified candidates will receive, free of charge, a scientific appraisal of their management capabilities.

NEXT STEP: Call Jim Cloonan at RAndolph 6-3618, Chicago, 9:00-5:00 Tuesday or Wednesday, August 11-12; or send résumé.

NO FEES REQUIRED

**PHILLIPS MARKETWAYS, INC.
37 South Wabash Avenue
Chicago 3, Illinois**

FOOD EXPERIENCE AVAILABLE . . . Aggressive, young executive with successful sales and advertising background including . . . packaging, food product sales, top 4 A agency merchandising post; top food trade and consumer publication representative. Many agency and food chain contacts. B. S. Marketing, early thirties, married, two children, Chicago area preferred. Desire salary in $15,000 range.
Box 649, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

AE, foods, heavy in mktg.	$25M
ACCT. SUPERVISORS (2), agency & electrical backgrounds—1 apparatus, especially utilities, & 1 elec. building products.	$18M
AE, bank. Pacific Coast.	$15M
ADV. & SLS. PROM. MGR., foods. Will work with mktg. director in sales planning & training & product development, also.	to $15M
TIME BUYER, big agency. Strong in spot. Midwest.	$13M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 South Dearborn CE 6-5353 Chicago

MARKET RESEARCH DIRECTOR
$15,000

Top-rated national ad agency seeks versatile man with solid agency background in all phases including print & broadcast media and copy research. Outstanding opportunity. West Coast location.

If qualified and interested, contact me immediately in strict confidence.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. • Chicago • FI 6-9400

AGENCY MARKETING DIRECTOR

Highly successful agency billing nearly two million needs experienced consumer goods man as marketing director. He will not handle specific accounts but will work on planning and developing all consumer accounts. He must have had experience in consumer goods with both an advertising agency and an advertiser. Must be strong on plans and on developing complete promotions. He will not write copy. He is not over 35. College graduate. If he proves to be the right man he will become a vice president within a reasonable time and will be promoted to full responsibility for an important segment of this agency's business.

The agency has shown a steady growth in the past eight years. It is located in a major city within two and a half hours of New York. Important stock ownership on a favorable basis will be available. Starting salary is $15,000. Profit sharing.

Send complete résumé to

**Robert Douglass Stuart Associates,
95 Madison Ave., New York 16, New York**

**TOP TV MAN
AVAILABLE**

Award-winning writer, director, producer. Experienced major agencies, major studios. Mature, seasoned, reliable. Can step up your quality, save you money, get things done! Box 656, Advertising Age, 630 Third Ave., New York 17.

EXECUTIVE SALESMAN

This is not just another sales job but a professional career in Estate Planning for married men over 28. Excellent salary plus incentives. Call **Mr. Fine, MU 8-0615** (New York) between 12 noon and 5 PM.

MEDIA DIRECTOR

The man we are seeking is probably an assistant who is ready to head up his own media department. Or he may be a full-fledged media director who wants a better family life in a pleasant midwest city. In either case he considers media selection as an important agency function . . . and he can tailor his recommendations to support client objectives.

We have a full account range, including well-known national advertisers. We offer the chance to become a key man in a young, fast-growing agency. Good starting salary. Liberal fringe benefits, including retirement program. Our employees know of this ad.

Send résumés to box 654, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

**UNUSUAL OPPORTUNITY
FOR ACCOUNT EXECUTIVE**

Conn. agency within commuting distance of New York seeking executive under 40, well versed in all phases of agency work. The right man will have marketing and advertising experience, a background in client contact and new business and he will want to be one of the owners while he is young enough to enjoy it. He will be offered increasing stock ownership each year up to one-third interest in this small, sound agency operation. No investment necessary. If he now controls active accounts his progress could be faster.

If your record will stand a rigid investigation please tell us all about yourself. Box 650, Advertising Age, 630 Third Ave., New York 17, N. Y.

**PRODUCT PUBLICITY
ASSISTANT**

Excellent opportunity, reporting to Sales Promotion Manager. Require experience in publicity for technical products. Capable of handling house organ, news stories, articles for automotive trade publications, etc. St. Louis, Missouri location. All replies will be acknowledged and considered confidential. Send résumé to Box 652, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois.

**NEW ENGLAND
OPPORTUNITIES**

MARKET RESEARCH ANALYST	
Heavy Consum. Exp., MR bkgnd	**12-15M**
MARKET RESEARCH ASST.	
Diversified Bkgnd. for an agcy	**7-7.5M**
SALES ANALYST	
Cons. Prod.	**8-10M**
Art Director Direct Mail	**6-7M**

*All inquiries received
in strict confidence*

**SOS PERSONNEL BUREAU
127 Tremont Street Boston 8, Mass.**

**WORK HORSE SEEKS NEW STALL
in Merchandising-Sales Promotion**

19 years experience; still no signs of wear. 115-lb. filly, own teeth, natural coat of hair, well shod with gray matter and original ideas. Have won honors as sales promotion director, agency copywriter and adv. mgr. Want change of pasture in adv. agency or company. Oats required: $15-18,000. Original trainer: U. Wis. Journ. School. B. A. Write Box 653, ADVERTISING AGE, 200 E Illinois St., Chicago 11, Ill.

PUBLISHER'S REPRESENTATIVE specializing industrial or trade publications available for Chicago area with well established office—not just desk space and telephone number. Straight commission basis but protected territory essential. Proven sales ability, long experience, well acquainted and excellent references regarding integrity and financial stability. If interested negotiate now, scheduling time fast approaching. Box 648, Advertising Age, 200 E. Illinois St., Chicago 11 Illinois.

THE BEST DIRECT-MAIL AD-MAN IN AMERICA

He will occupy a top position with a leading national organization. He is probably now with an advertising agency, and must have had both mail-order and agency experience. He must be ingenious, versatile, able to organize and direct effectively, competent in utilizing many forms of direct mail—an accomplished writer—and proficient in getting things done through a large organization. He will have a free hand for devising new ideas and approaches and applying direct-mail techniques to many purposes. He will work with a large measure of independence, utilizing present departments for production. He will be well-educated, intelligent, tactful, and around 35 to 45; salary will be **highly attractive**. Reply by letter, please, with **complete** information. Strictly confidential. All costs borne by employer.

Cliff Knoble
Director of Marketing Placement

DRAKE PERSONNEL, INC.
29 E. Madison Bldg. Chicago 2, Ill.
Financial 6-8700

N. Y. REP
with outstanding contacts will act as your right arm and will
SELL
your services and products to Adv. agencies, radio & TV stations.
WE SUPERVISE
all radio and TV commercial and program production. In short, we are your N.Y. headquarters and will tie up all loose ends. You furnish the string, we'll wrap the packages! Box 655, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

**★ BUSINESS ★ FARM
★ CONSUMER**

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
141 Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

Chester Gore Adds Inskip to Foreign Car Lineup

Chester Gore Co., New York, onetime agency for Standard-Triumph Motor Co., is becoming somewhat of a specialist in foreign car advertising. Already the agency for Fadex Commercial Corp., importer of the BMW line from Germany (the BMW, Isetta and NSU Prinz cars), Gore now has been appointed to handle advertising for J. S. Inskip Inc., New York.

Inskip distributes the Aston Martin sports car in a good part of the country, distributes the British Motor Corp. cars (Austin, Austin Healey, Morris, MG and Riley) in New York, New Jersey, Connecticut and Rhode Island, and has a Rolls-Royce dealership in New York. Ruder & Finn, New York, previously placed Inskip advertising. Chester Gore also has been named to handle advertising for *Playbill*, New York, a theater weekly.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
**By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670**

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age — and watch the action! Your message gets results because it's read by over 158,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $________

My Name________

Street________

City________ Z ____ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Thomas
Scott
Smyth
Shockley
Mercer
Demarest
Richardson
Norsworthy
Carty
Schnuth
Jocelyn
Bowen

CREATIVE TYPES—*Seen at interim moments during Advertising Age's second annual Summer Workshop on Creativity in Advertising are John A. Thomas, Mount Kisco, N. Y., ad consultant; Walter Scott, J. H. Filbert Inc., Baltimore; Robert W. Smyth, Baker, Tilden, Bolgard & Barger, Chicago; U. B. Shockley, Quaker Oats Co., Chicago; Melville Mercer, Gloria Richardson and T. W. Norsworthy, all of Taylor-Norsworthy, Dallas; Steven Demarest, Bradley Lane Advertising, Denver; J. T. Carty and Charles R. Bowen, both from International Business Machines, New York; Louis H. Schnuth, Rath Packing Co., Waterloo, Ia., and Glen Jocelyn, Spitzer & Mills, Toronto.*

AA Creativity Parley Ponders 'Lonely' Trade

(*Continued from Page* 1)

ative business.

The truly dedicated creative adman also has some pet contempts, said Mr. Tyler. He must have a violent contempt for all that is evil in the advertising business—and we would be Pollyannas to fail to acknowledge there are such evils, Mr. Tyler asserted.

The creative man's rewards, Mr. Tyler said, are these:

- A unique opportunity to work with people of a wide range of talents—writers, artists, musicians, researchers, salesmen, technicians of all sorts.

- The thrill of seeing one's own words or ideas move people to action.

- "The reward of leaving this a better business than he found it." This isn't as naive as it may sound, said Mr. Tyler. Anybody really dedicated to the work of advertising must have a sincere belief in it and its welfare if he is to succeed in his own role in it.

■ Mr. Tyler, who writes a monthly report in AA on the top ten ads of the month, offered the workshop his choices for the top ads and campaigns of 1958. They were:

- Johnson & Johnson's magazine ad for Band-Aid with samples attached in newsstand copies.

- Vicks cold remedy—"It produced the best catch-line of 1958: 'Would you believe it? I have a cold.' Among the many pick-ups this theme has gotten," Mr. Tyler noted, "is a recording called the 'Would You Believe It? I've Got A Cold Cha Cha'."

- U.S. Lines' newspaper ad for trips to Europe on the liner United States.

- McGraw-Hill's "I don't know you; I don't know your company, etc." ad—"the strongest case ever made for business paper advertising," said Mr. Tyler.

- Parliament cigaret ads with the theme, "The most important quarter inch in smoking today."

- Rolls-Royce's ad about its clock being the loudest sound at 60 m.p.h. "This ad converted 'Rolls' in people's minds from a snob symbol to a finely produced automobile." It also trebled Rolls' monthly sales, he added.

- Adorn hair treatment ad—"Its suggestions on ways to set hair makes the point that the product isn't gooey or sticky without ever saying as much," Mr. Tyler observed.

- Johnson & Murphy Shoe Co. ad about how to make a shoe.

- Zippo lighter ads that "broke the rule about not talking about the company—and sold mechanical integrity and excellence very successfully."

- El-Al newspaper ads about nonstop flights to Europe.

Some projected population, gross national product and marketing statistics that will confront admen in the future were presented to the workshop by Philip M. Hauser, chairman of the sociology department of the University of Chicago.

By 1980, Dr. Hauser said, the U.S. population will have grown to at least 231,000,000—an addition of 80,000,000 people, or equal to the addition of the whole population of Japan. At the upper limit, he said, the population by 1980 could reach 273,000,000—like adding Japan plus the United Kingdom.

"By 1975," Dr. Hauser said, "an average labor force of 88,000,000, working 35½ hours a week with an output of $5.14 per man hour, will generate a gross national product of $835 billion."

From the marketing standpoint, he said, the anticipated population growth will be particularly important because of the geographic distribution of it and the influence this distribution will have on product distribution.

■ And just as the population changes, so does the nature of woman change, Charlotte Montgomery, columnist and editor for *Good Housekeeping*, told the workshop.

She cited ten specific changes that are taking place now in the average woman:

1. "She's more secure in herself, feels less need for social status or proving she's as good as a man at a job. She no longer resents her role as a housewife—though she still cringes at the name.

2. "She sets less impossible goals for herself, but expects to achieve her more modest dreams.

3. "She's better read and her horizons are broader.

4. "She even comes in different sizes. Size 12 is now more common than size 16. She feels younger longer.

5. "She has better taste and is always seeking to improve it.

6. "She has more sense about money, more business experience and acumen. She welcomes good advertising and is highly critical of bad.

7. "She has true understanding and desire for quality. This isn't to be confused with snobbery or even with earlier standards; she may want plastic dinnerware, but she wants good plastic.

8. "She likes 'what's new' as never before. Convenient, easy, quick, instant are more and more her buy-words.

9. "She expects business to serve her richly, fully, endlessly. She wants specialized products designed for the pocketbook, size, taste, needs of her family.

"This changed woman must not be played down, belittled, laughed at, second-sexed or patronized," Mrs. Montgomery warned. "Why should she be? She has broken her habit of mental thumbsucking, of thinking only about cozy, comforting things. She doesn't envy her husband's role, her mother's role, her children's role. She is quite secure in her own role, whatever the viewers-with-alarm may say."

■ In another talk, meanwhile, Dr. Bergen Evans, professor of English at Northwestern University, co-author of "A Dictionary of Contemporary American Usage" and moderator of the tv program "The Last Word," described the copywriter's medium—the English language—as "tyrannical" but "capricious."

Prevailing usage of the language at any given time, he said, is widely treated as absolute rule and breakers of these rules may be heavily punished—by loss of prestige, public confidence—or even one's job.

But at the same time, he emphasized, the rules themselves change constantly and all guides to word meanings, such as dictionaries, are out of date even as they are set down in print. This follows from the fact that there are no fixed meanings for words and words mean only what the speaker intends them to mean, Dr. Evans said.

These characteristics of English usage place on copywriters the special burden of being particularly sensitive to the language and what people mean by different words—meaning quite apart from what the latest dictionary may say, he added.

■ Food companies and their agen-

Welcoming Committee Opens 2nd Annual AA Creative Workshop

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AA Workshop

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McMichael
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Pinheiro
Stocker
Brown

IMAGINATIVE ONES—*Others among the nearly 500 advertiser, agency and media people attending the Advertising Age creativity workshop include Dean Pennington, Trent Eberts and Joe Dettling, all of Gardner Advertising, St. Louis; Alan S. Mintz, Jackson Associates, Holyoke, Mass.; William A. Steele and Matheson F. Green, both from Parker Pen Co., Janesville, Wis.; John K. Barton, Potts-Woodbury, Kansas City, Mo.; Doris McMichael, Allmayer, Fox & Reshkin, Kansas City, Mo.; George G. Pinheiro, Acme-Hamilton Mfg. Corp., Trenton, N. J.; James D. Stocker and Richard C. Brown, both from Scott Paper Co., Chester, Pa.*

cies should spend more time developing good point of sale material and less time trying to impress retail grocers with the advertising campaigns they run for their products.

This was the opinion of LeRoy King, editor of *Food Topics*, who owned his own supermart before entering the journalism field.

"If you don't advertise your product, a grocer won't allow you to come into his store," Mr. King told the workshop. "The retailer assumes that you advertise your merchandise. What he wants you to tell him is how he can best make a profit on your goods."

Citing the high costs of maintaining a retail grocery operation today, Mr. King pointed out that a retailer must realize a net profit out of a gross profit margin of 19.25%. He added that thousands of products are competing for limited floor space in food stores.

■ Mr. King advanced the following suggestions for improving point of sale material:

- Personalize point of sale material so that it will include the name of the individual store or chain.
- Design material to fit in-store displays.
- Establish a valid reason for individual or cooperative promotions.
- Piggyback efforts of promotions being put on by other companies.
- Write directions on point of sale material so people can understand them.

He also advised companies to liquidate stock from one promotion before they start another one. "If you don't, you just confuse the consumer and antagonize the retailer," he said.

■ E. B. Weiss, merchandising consultant, Doyle Dane Bernbach, maintained that merchandising is a creative function. He suggested that agencies "drop the naive notion that their creative people are exclusively copy and art people."

Mr. Weiss charged that much of today's advertising is drab and dull, and he blamed dull and drab merchandising for a share of this condition.

The merchandising influence on advertising, by and large, Mr. Weiss said, has been more destructive than constructive.

As an example of unimaginative merchandising, Mr. Weiss ripped into the numerous "sweepstakes" promotions which have appeared in national advertising this year.

■ Pointing out that there have been at least 12 major sweepstakes this year, Mr. Weiss asserted that the sweepstakes "is seldom the brain child of the creative advertising man. More often it is the brain child of a somewhat brainless merchandising man," he said.

The peppery Mr. Weiss also blasted premium promotions. "Most advertising featuring premium offers is not merely bargain-basement advertising—it is sub-bargain-basement advertising," he said.

"And as a part of this extraordinarily low level of creative advertising involving premiums, we have those well known examples of advertising in which the premium almost totally overshadows the sponsoring brand."

■ Women are super-sensitive, so advertisers should be careful not to offend them in their ads, said Janet Wolff, copy group head, J. Walter Thompson Co. The safest way is not to criticize anyone or anything, she added.

Pointing out that women make the majority of buying decisions and control the keys to the family cash box, Mrs. Wolff stressed that different tools must be used to sell women than are used to sell men.

Emotional appeals in ads go over better with women than men, Mrs. Wolff said. Women have a special language, and the only way copywriters can learn this language is to get out and talk to women, she said.

Because convenience in products is no longer a miracle, convenience alone has been demoted in most cases from a top appeal with women to a secondary place, Mrs. Wolff said. "It serves mostly as reinforcement," she said.

■ Orchids and brickbats were hurled at 17 tv commercials by a panel of tv experts at the Thursday night workshop session. Moderator of the panel was Harry Wayne McMahan, tv consultant. Panel members included Ed Graham Jr., president of Goulding-Elliott-Graham Productions, New York; Robert L. Foreman, exec vp and director of tv projects, Batten, Barton, Durstine & Osborn; Jack Sidebotham, tv art and copy supervisor, Young & Rubicam, and Andre Sarrut, president of Telefranc, Paris.

The top rated commercial was a Ford "shaggy dog" spot, which was a category winner at the Cannes Festival. It received 45 points out of a possible 50. The highest rating a commercial could receive from a single panel member was 10 points.

Messrs. Graham and Sidebotham gave the commercial 10 points. "This is one of many great Ford tv commercials," Mr. Sidebotham said. Mr. Graham described the spot as "excellently animated." Messrs. Foreman and Sarrut gave the spot 9 points each, Mr. Foreman describing it as "darned good" and Mr. Sarrut deeming it "outstanding." Mr. McMahan said it was a "great spot" and that it "did a wonderful job in breaking the deadly pattern of auto commercials."

The second best commercial was an animated spot for Jell-O, which received 43.5 votes. "This is the worst Jell-O ad I ever saw," jested Mr. Graham, who gave it 10 votes. Mr. McMahan, who gave the ad 9.5 votes, his highest rating of the evening, said Jell-O was "one of the shrewdest users of tv."

■ The panel unanimously condemned a commercial for Viceroy cigarets (Thinking man's filter). It received only four votes, the lowest rated of all the commercials.

"This ad is absurd and does a great deal of harm to the advertising business," Mr. Foreman said (he gave it 2 points). "It will be a black day for television if this commercial proves to be effective," Mr. McMahan said, adding: "I would question the intelligence of tv viewers if they joked about the commercial and still buy the product."

■ The second least-liked commercial was one for Colgate toothpaste, which featured the "invisible shield" and a young couple attending a carnival. It received 12 votes.

"This is a classic example of the well-known hard sell school," Mr. McMahan said, who gave it 7 points. "I would place this in the Viceroy school; it is dishonest and it leaves me an unbeliever," said Mr. Sidebotham (he gave it 1 point).

"This ad exasperates me and I think its entire treatment is absurd," said Mr. Sarrut. He gave it 1 point. Mr. Graham (3 points) said he "liked the idea of the invisible shield, but the whole idea has a phony quality." Mr. Foreman declined to rate the ad, but he commented that the "guard-all device has been effective."

The panel also rated ads for Chevrolet, Lestoil, Zest, Dial, Piel's beer, Andersen's soup, Calo dog food, Charmin tissue, Chesterfield, Winston and Marlboro cigarets, Anacin and Maypo cereal. #

Mogen David Sets Big Drive in 'SEP,' Other Media

Mogen David Wine Corp., Chicago, has signed a contract for what it says is the largest magazine advertising order in its history in *The Saturday Evening Post*, part of a multi-million dollar campaign for the wine. Seven full-color and b&w page, half and quarter-page ads are scheduled in the *Post* beginning Sept. 19.

The drive also will include *Look*, other magazines, broadcast media and newspapers. Edward H. Weiss & Co. is the agency.

Last Minute News Flashes

Boeing Used Ads to Pressure Congress: Hebert

WASHINGTON, Aug. 7—Rep. F. Edward Hebert (D., La.), chairman of the House armed services subcommittee, charged today that Boeing Airplane Co. used newspaper advertising on its Bomarc missile in "an attempt to put pressure on Congress." Boeing officials testified the ad drive was planned to counteract "a concerted campaign of misinformation" and denied that advertising was intended to influence Congress. Boeing executives said advocates of a competing missile, the Nike, had charged that the Bomarc would be twice as expensive, whereas Boeing contended the Bomarc "could provide twice the defense for half the cost."

Armstrong Cork Sets Big Ad; Other Late News

- **Armstrong Cork Co.,** Lancaster, Pa., will use the largest single magazine ad it has ever run—an eight-page color insert featuring vinyl plastic flooring of all types—designed to aid consumers considering the purchase of flooring. It will break in September issues of *House Beautiful, House & Garden, House & Home* and *Interiors*, and in October issues of *American Home* and *Better Homes & Gardens*. Batten, Barton, Durstine & Osborn is the agency.
- **Cast Iron Soil Pipe Institute,** Chicago, has named Buchen Co., Chicago, to handle its advertising. After conducting a research program the agency will recommend ad plans to the institute's members this fall. Buchen also represents the Cast Iron Pipe Research Assn., which is not connected with the institute.
- **Clyde Peterson** has been named director of advertising and sales promotion of the men's and boys' division of Munsingwear Inc., Minneapolis, succeeding Roger M. Holt. Mr. Peterson formerly handled sales in the Minneapolis-St. Paul area for the division.
- **Robert C. Peitscher,** vp in charge of marketing, a member of the board and one of the owners of Fulton, Morrissey Co., Chicago, has resigned. Mr. Peitscher told ADVERTISING AGE he has notified the agency of his desire to sell his stock. He had been a member of the agency's management team for seven years.
- **Toyopet division** of Toyota Motor Co., Japan's leading motor vehicle manufacturer, has appointed Advertising Agencies Inc., Studio City, Cal., to handle its advertising in the U. S. Recently introduced on the West Coast, Toyopet is extending its distribution to the East Coast and Midwest. Billing is expected to be nearly $1,000,000 in the next 12 months. The agency recently resigned Volvo Distributing Inc.
- **Standard Brands,** New York, will run a coupon gatefold, laminated with aluminum foil for Tender Leaf tea in the October issue of *Reader's Digest*. The ad, in full color on the foil side, carries a coupon redeemable for 15¢. If all are redeemed, the company said, the coupons will represent more than $2,000,000 in purchases of the product. The *Digest* estimates the ad will cost the advertiser about $140,000 in space rates. J. Walter Thompson Co. is the agency.
- **Farm House Frozen Food Co.,** Wethersfield, Conn., maker of frozen fruit and cream pies, has appointed Smith/Greenland Co., New York, to handle its advertising. The Farm House account moved earlier this year from Benton Berman Advertising Agency, Hartford, to Co-ordinated Marketing Agency, New York.
- **Joseph Sollish** has been named a creative director of Ellington & Co., New York. He joined the agency in 1955 as a copywriter. He was formerly with Ashe & Engelmore Advertising, New York.
- **Edward Diehl** has resigned as promotion manager of United Newspapers Magazine Corp., New York, publisher of *This Week Magazine*. Mr. Diehl's resignation is the latest in a series of personnel shifts at the magazine since the resignation two weeks ago of Alden James, exec vp and ad director of the magazine (AA, July 27).
- **J. Richardson (Dick) Loughrin,** formerly of CBS-TV Spot Sales, has been named general manager of the Los Angeles office of Television Advertising Representatives, the Westinghouse-owned tv station representative company.
- **Pittsburgh Plate Glass Co.'s** paint division has scheduled a spot radio campaign for four weeks in over 200 markets, beginning Sept. 3. Recorded minute and 30-second spots will promote the company's "sunproof" outdoor paint. Maxon Inc. is the agency.
- **Plans for early hearings** on a bill to exempt professional sports from certain provisions of the anti-trust laws were announced this week by Rep. Emanuel Celler (D., N.Y.), chairman of the House Monopoly Subcommittee. The hearings would stress proposal to permit a blackout of broadcasting with 75 miles of a minor league baseball team with a home game on the same day. A Senate subcommittee, which just completed hearings on a similar bill, was notified that the Department of Justice objects to any change in present laws covering broadcasting of sports events (*see earlier story on Page* 55).
- **Kenyon & Eckhardt,** Boston, has been named to handle Bella and Anzio pizzas, products of H. P. Hood & Sons (many of whose products K&E already handles). Jerome O'Leary advertising agency and Holland & Barta, both Boston, previously handled Bella and Anzio, respectively.
- **Evening Star Broadcasting Co.** has completed negotiations to buy a 51% interest in Shenandoah Valley Broadcasting Inc., which operates WSVA, Harrisonburg, Va., tv, am and fm stations, from Transcontinent Television Corp. (50%) and Hamilton Shea (1%). Mr. Shea is a co-owner of Shenandoah. Purchase price was about $700,000. Evening Star also operates WMAL, Washington tv, am and fm operation.

United Aircraft Hunts New Agency in Split with L&N

(*Continued from Page* 1)

sion, propellers and other aircraft accessories through its Hamilton Standard division and helicopters through its Sikorsky division.

It is a major defense contractor and it puts more than half of its advertising into business papers and magazines reaching business and government leaders.

■ Several factors contributed to the breakup of Lennen & Newell, and its client. One was a changing of the guard at the client. For many years L&N has dealt with United Aircraft's veteran ad director, N. V. Clements. In recent months Mr. Fisher has taken over a good deal of responsibility for the ad program.

Another factor, cited in New York, was a "conflict situation" with the Convair division of General Dynamics Corp. L&N became the Convair agency last year when it absorbed Buchanan & Co. Convair is basically an airframe manufacturer but the agency now found itself producing ads for Pratt & Whitney's turbo-fan engine and Convair planes using GE's turbo-fan engine.

■ In addition, the conflict was said to be engendered by the overlapping nature of the burgeoning electronics and missiles industries. Convair is a missile contractor and United Aircraft figures in this business with its Norden and Missile & Space systems division.

This explanation, however, received little support here. A company spokesman refused to comment on the "conflict situation," except to note that Convair is "an old and highly-valued customer of Pratt & Whitney." As a matter of fact, Pratt & Whitney is currently supplying Convair with turbo-jet engines and is building for the General Dynamics division an advanced liquid hydrogen engine.

■ Lennen & Newell put United Aircraft into a spot television campaign this year. Stations in Cincinnati, Denver, Kansas City and Minneapolis were used to promote air travel (AA, July 14). Mr. Fisher said this campaign is "finished" and will not be continued.

In 1955, United Aircraft was involved in a controversial campaign in Europe. The company scheduled a series of six full-page ads in 25 papers in 17 cities, the insertions designed to build popular support for the North Atlantic Treaty Organization. The campaign was widely criticized in Europe and several papers refused to run the ads.

■ The United Aircraft-L&N relationship dates from 1952, when the late H. A. (Hike) Newell left Geyer, Newell & Ganger to transform Lennen & Mitchell into Lennen & Newell. A number of people and three accounts followed him to the new shop. One of the accounts was United Aircraft. The other two—Chicopee Mills and Lorillard's Embassy brand—are still with L&N.

John Monsarrat, one of those who followed Mr. Newell, was the account supervisor on United Aircraft and he left in 1955 to join J. Walter Thompson Co., where he is now account supervisor on Pan American World Airways. John L. McQuigg also left in 1955 to become head of JWT's Detroit office. Mr. McQuigg, now with JWT in New York, resigned as head of GN&G's Detroit office to open a Lennen & Newell office in Detroit.

B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C • B+C

B+C

…means

Bertsch + Cooper

…it also means
typographic proofs
beyond compare
…proofs that are
mechanically true

Type faces used are:
Bertschtypes No. 70B and 89A

Corrected Advertising Cost Figures for Anheuser-Busch and Carling Brewing

In compiling Anheuser-Busch's advertising expenditures for 1958 (AA, Aug. 3) ADVERTISING AGE used the wrong figures for spot tv, taken from the Television Bureau of Advertising's third annual report. The figure used was the Anheuser-Busch distributors total of $246,480. The correct total television advertising expenditure figure for Anheuser-Busch is $3,058,690.

Figures for magazines, network tv and newspapers were omitted in the compilation of Carling Brewing Co.'s expenditures. The corrected totals for the two brewers, along with new figures for ad cost per barrel and ad cost per case, appear below.

	1958	1957	1956	1955	1954	1953	1952	1951	1950
ANHEUSER-BUSCH INC.									
1,000 bbls. sold	6,982	5,864	5,864	5,617	5,829	6,711	6,034	5,479	4,889
Ad investment	$10,263,530	$ 9,438,976	$ 6,816,889	$ 5,493,665	$ 6,820,379	$ 3,041,609	$ 1,681,096	$ 1,887,277	$ 1,486,292
Ad cost per bbl.	$1.47	$1.60	$1.16	97.8¢	$1.17	45¢	28¢	34¢	30¢
" " " case	10.5¢	11.4¢	8.2¢	6.4¢	8.5¢	3.3¢	2.0¢	2.4¢	2.2¢
CARLING BREWING CO.									
1,000 bbls. sold	3,531	3,151	2,997	2,655	1,340	1,096	893	669	502
Ad investment	$ 2,926,893	$ 1,848,718	$ 2,799,404	$ 423,045	—	—	—	—	—
Ad cost per bbl.	83¢	59¢	93¢	15.9¢	—	—	—	—	—
" " " case	5.8¢	4.2¢	6.6¢	1.2¢	—	—	—	—	—

Folger Solidifies Gains in Chicago Invasion

(*Continued from Page 3*)

Bros. (16%), Folger's (15%), Eight O'Clock (10%), Chase & Sanborn (5%), Manor House (4%) and Thomas J. Webb (3%).

■ The peace may be short lived. There were strong rumors that Paxton & Gallagher (Butter-Nut) and Chock Full O'Nuts Corp. would introduce their brands in the Chicago market this year.

However, Grey Advertising, agency for Chock Full O'Nuts coffee, denied that the brand would come into Chicago in the "foreseeable future." The company did have people here during Folger's introductory campaign, but this was mainly to find out what Folger was doing. "It would be suicide to go into Chicago now," Grey told AA.

Folger shook up this staid market but good in March when it unleashed a giant introductory push in four media. Veteran observers said it was the largest introductory ad campaign ever run in the coffee field. In addition to advertising, Folger mailed 1,700,000 coupons in this market, good for one free 1 lb. can for every 1 lb. can purchased.

■ Two smaller coffee companies—North Woods Coffee Co. and Livingston Coffee Co.—introduced new egg coffee brands into Chicago at the same time as Folger (AA, March 16). Coffee buyers from several large grocery chains told AA that neither of the two brands made a significant dent in this market.

In an effort to fight Folger's mountain of advertising, Livingston offered free cans of coffee to consumers. Consumers who bought Fireside Egg coffee received a 100% refund by mailing in the opening tabs. North Woods conducted a couponing program offering 15¢ off on the purchase of a can, plus some advertising support.

During the promotion war you could buy a 2 lb. can of Folgers in some stores for 39¢ with a coupon. Great Atlantic & Pacific Tea Co. offered its Eight O'Clock coffee (1 lb. bag) for a record low of 49¢ and its 3 lb. bag for $1.39 (a saving of 30¢). Thomas J. Webb had an offer of 25¢ off on the purchase of a 2 lb. can.

■ Hill Bros., the largest selling coffee here for many years, declined to cut the price of its brand, but did conduct a new and hefty ad push in newspapers and broadcast media after the Folger charge had slacked off.

One source close to the coffee field told AA that coffee brand loyalty is at an alltime low in Chicago. "Many consumers had a field day and took advantage of many or all of the coffee deals," he said. "They just stocked up on coffee at the lower prices."

The same source felt that many of the coffee companies could have combatted the Folger invasion more successfully if they had taken a smaller profit on their brands. "The prices of green coffee beans have been decreasing for some time," he said. "And so have the retail prices of coffee, but not as much as the green coffee.

"Some coffee companies and retailers apparently refused to take a smaller profit, in spite of the seriousness of the Folger invasion. This may have been a bad mistake." #

P&G Shifts Ivory Flakes to Grey, Fluffo to B&B

(*Continued from Page 2*)

also its first. It was introduced in 1919, when P&G discovered women were shaving Ivory bar soap into small pieces to get it to dissolve faster.

The arrival of Ivory Flakes at Grey gives the agency its first soap assignment. It became a P&G agency when it inherited Lilt, Party Curl, Shasta and Velvet Blend shampoo when the Biow Co. closed in 1956. Velvet Blend has since been pulled off the market. Since then Grey has added two other products: Pin-It from Benton & Bowles and Big Top Peanut butter from Compton.

■ Fluffo shortening, moving to Benton & Bowles Sept. 1, leaves Tatham-Laird with American Family flakes, bar and detergent, plus Mr. Clean.

T-L picked up Fluffo, also from Biow Co., in 1956. The product, which has been a slow mover, encountered some marketing difficulties early in the game and seems to have faced others ever since.

It went into testing in December, 1952, as a white product, and emerged in early '55 as a yellow one—marketed as Golden Fluffo. Once on the national market it had the bad fortune to run into a trend toward liquid shortenings like Wesson and Snowdrift—and heavy promotion of same.

■ Fluffo has also been fairly heavily promoted. Last year P&G spent more than $80,000 on it in spot tv alone and put another $8,000 on it into newspapers.

In moving the account to Benton & Bowles, P&G is placing it in one of its veteran agencies. B&B already handles Crest, Ivory Snow, Prell, Tide, Whirl and Zest. #

GB&B's Creative VP Advises 'Accentuate the Negative' in TV

(*Continued from Page 3*)

and phrases, the coined words and stereotyped layouts; a switch from the pomposity of speaking of every product as though it were just about the most exciting development since sex."

■ Mr. Anderson said it is becoming increasingly difficult to be different and provocative because while "only a small percentage of the agencies seem to be attempting new and different selling techniques, the dozens of imitators who follow in the wake of any successful campaign soon convert the off-beat approach of yesterday into the cliche of today."

Amplifying what he meant by accentuating the negative approach, the agency executive advised advertisers to candidly admit the minor faults of their products. This, he suggested, will make the claimed benefits completely believable.

"A product's personality is like a human's," he said. "If you want to gain public identification, you must build a well-rounded image—one with weaknesses as well as strengths. With 99% of all advertising pushing positive claims, the negative approach has strong attention-getting value. Indeed the ideal climate for accentuating the negative is found when your products' competitors are featuring a blatant, boastful type of advertising." #

AB-PT Profits Up 28% for First Half of 1959

American Broadcasting-Paramount Theaters, New York, reported that its net operating profit for the first six months of 1959 rose 28% above the comparable period of 1958. Estimated profits were $3,886,000 or 90¢ a share, compared with $3,042,000 or 70¢ a share for the 1958 half.

During the second quarter of 1959, estimated net operating profits were put at $1,573,000 or 36¢ a share, up 32% above the $1,188,000 or 27¢ a share for the second quarter of the previous year. The theater division experienced its best second quarter earnings since 1955 and more than made up its first quarter lag to show a first half imporvement over last year.

BVI Sets New 7-Media Push

"Best Bet BVI" is the name of a new promotion currently being launched by Burgess Vibrocrafters Inc., Grayslake, Ill., manufacturer of electric can openers, paint sprayers and other electric tools. BVI will use participations on the Jack Paar and Dave Garroway tv shows, and on the Don McNeill and Art Linkletter radio shows, newspapers, magazines, supplements, trade publications and direct mail. Olian & Bronner, Chicago, is the agency.

Seven-Week Print Strike Ends in Britain

(*Continued from Page 3*)

papers with 30,000 circulation.

This was the first threat to these newspapers which have separate agreements with the 10 striking print unions. The unions agreed, however, that their members on the national newspapers would not be strikebreaking if they assisted in the pooling of existing stocks of printing ink. The national newspapers were able to continue publishing—but only by reducing the number of pages per issue. Further, temporary stocks were gotten from France.

Then, last Saturday, after five hours of negotiations, the ink workers agreed to go back to work Thursday on the same terms as the main strikers—a 4½% pay boost and a 40-hour week.

One agency executive said he expects an upsurge in advertising in the next few months.

"Appropriations have been piling up with little to spend them on," he explained. "Lots of clients are now wanting to make a splash with the money to make sure the public hasn't forgotten them."

But another agency executive thought the strike had gone on too long for some of the smaller and specialized agencies. "There may be casualties," he said. #

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● DECATUR
● CHAMPAIGN-URBANA

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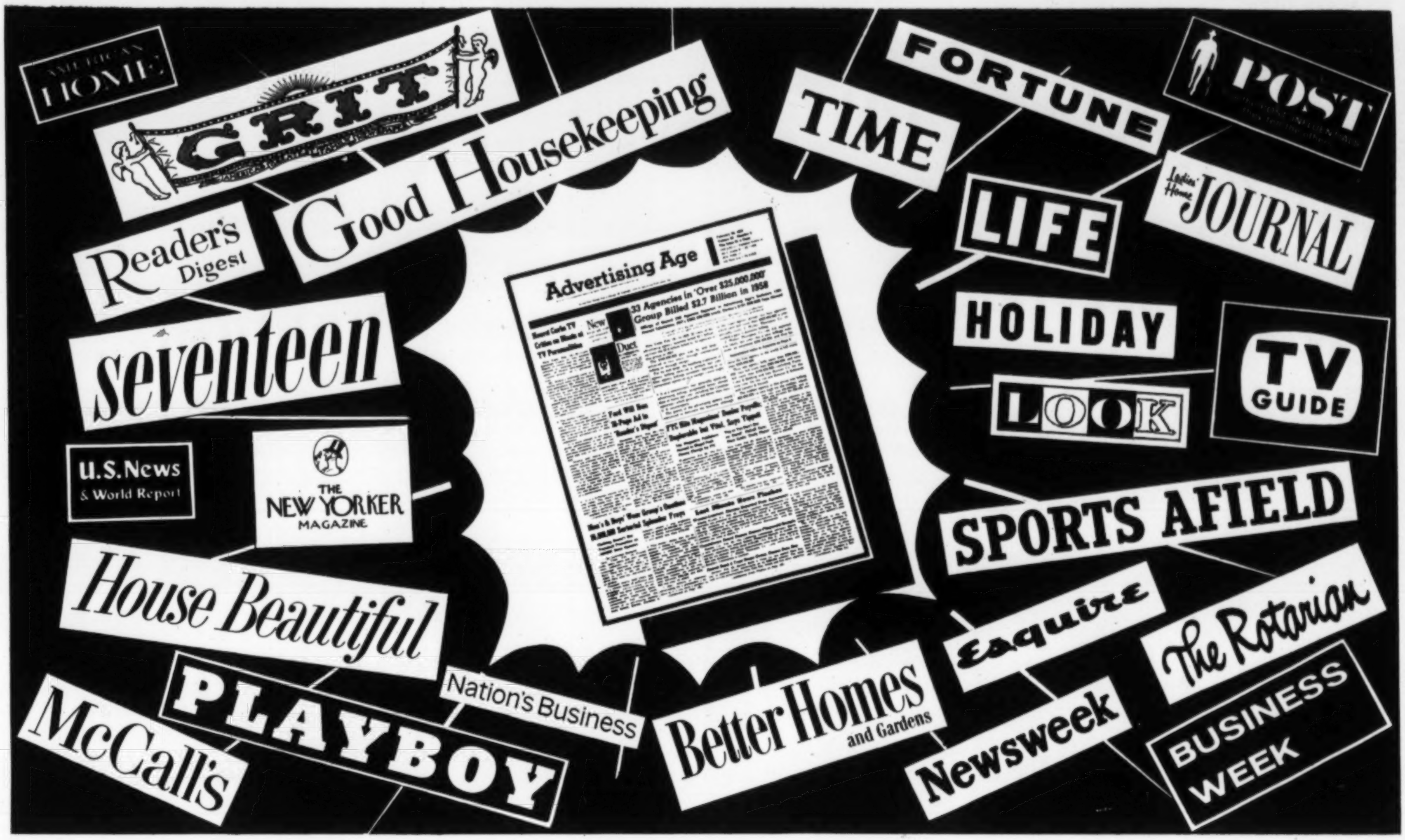
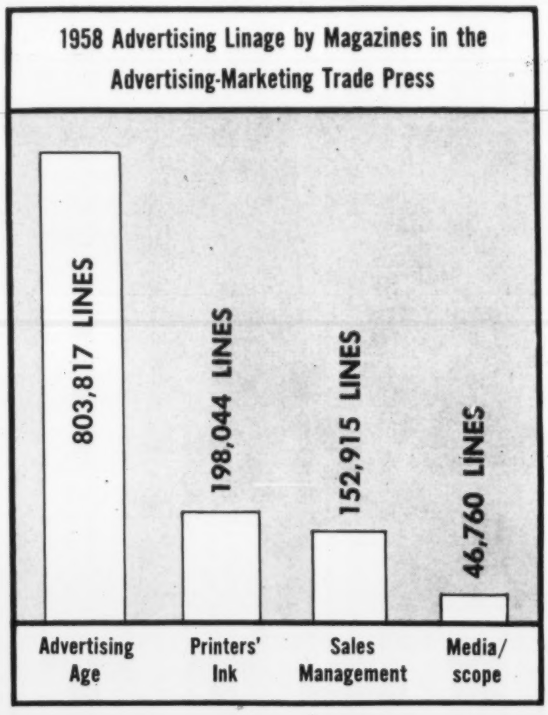

AMERICAN HOME
GRIT
Good Housekeeping
Reader's Digest
seventeen
U.S. News & World Report
THE NEW YORKER MAGAZINE
House Beautiful
PLAYBOY
McCall's
Nation's Business
Advertising Age
33 Agencies in 'Over $25,000,000' Group Billed $2.7 Billion in 1958
FORTUNE
POST
TIME
LIFE
Ladies' Home JOURNAL
HOLIDAY
TV GUIDE
LOOK
SPORTS AFIELD
Esquire
The Rotarian
Better Homes and Gardens
Newsweek
BUSINESS WEEK

The Word's Got Around Among Magazines!


1958 Advertising Linage by Magazines in the Advertising-Marketing Trade Press

Above are logotypes of just a few of the magazines whose advertising promotion appeared in the pages of Advertising Age last year. More linage of their ads ran in Ad Age in 1958 *than in all other publications in the advertising-marketing field combined!* As a matter of fact, Ad Age carried more than twice as much linage as the combined total of competitive magazines.

Why this great concentration of magazine advertising action in the pages of Advertising Age?

Because the word's got around that a magazine ad gets so much more in Ad Age. Gets more circulation (currently over 47,000 weekly); gets more thorough readership (AA's firsts in preferred readership surveys now totals 60); gets a brand of response and positive action by important readers you find hard to believe.

If the word hasn't got to you yet on just what a schedule in Ad Age can do, don't waste any more profit-making time. Our representative is waiting to give you the facts and a reservation form.

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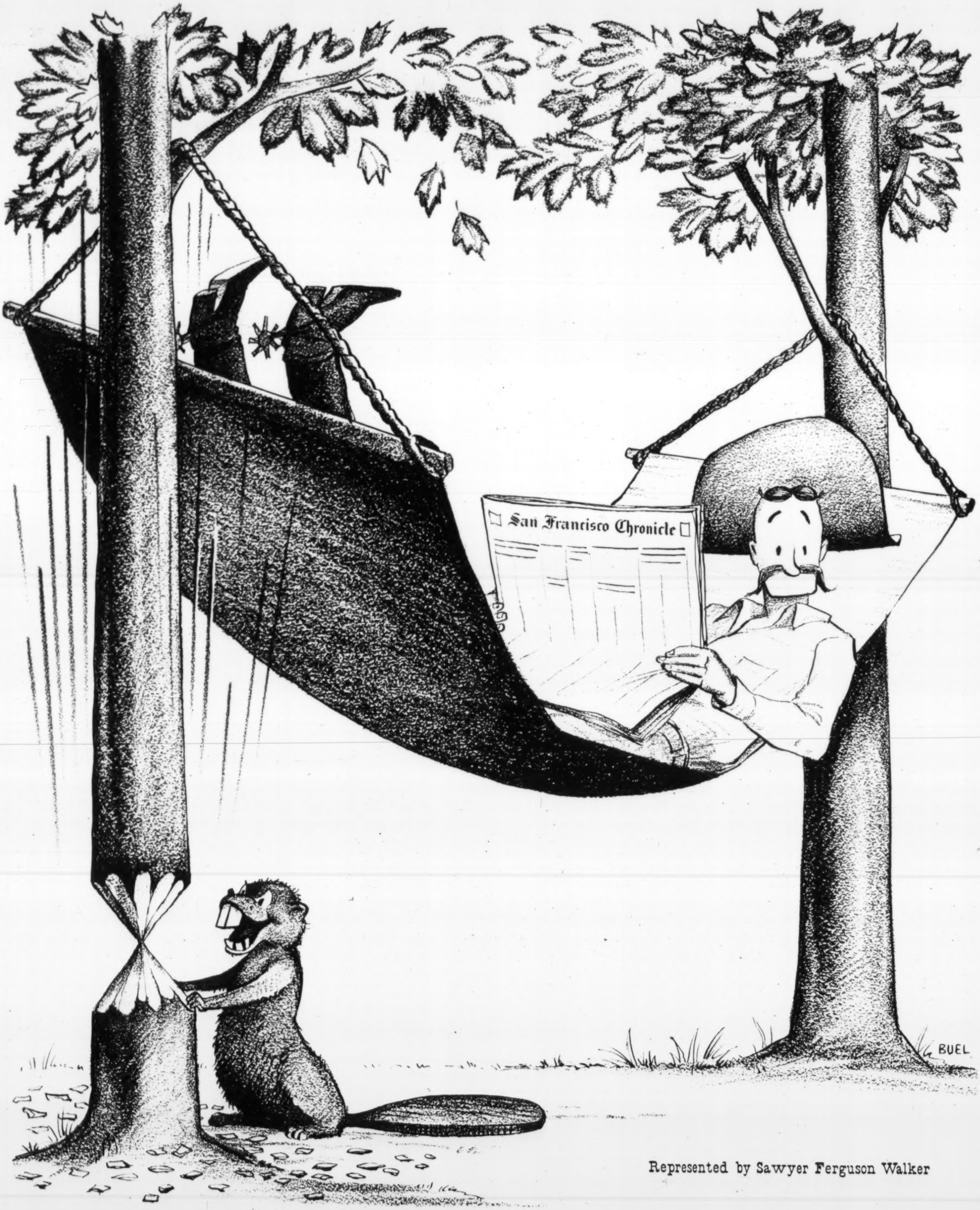
San Francisco Chronicle
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